MONTHLY JOURNAL OF THE MADRAS REPORTERS' GUILD:

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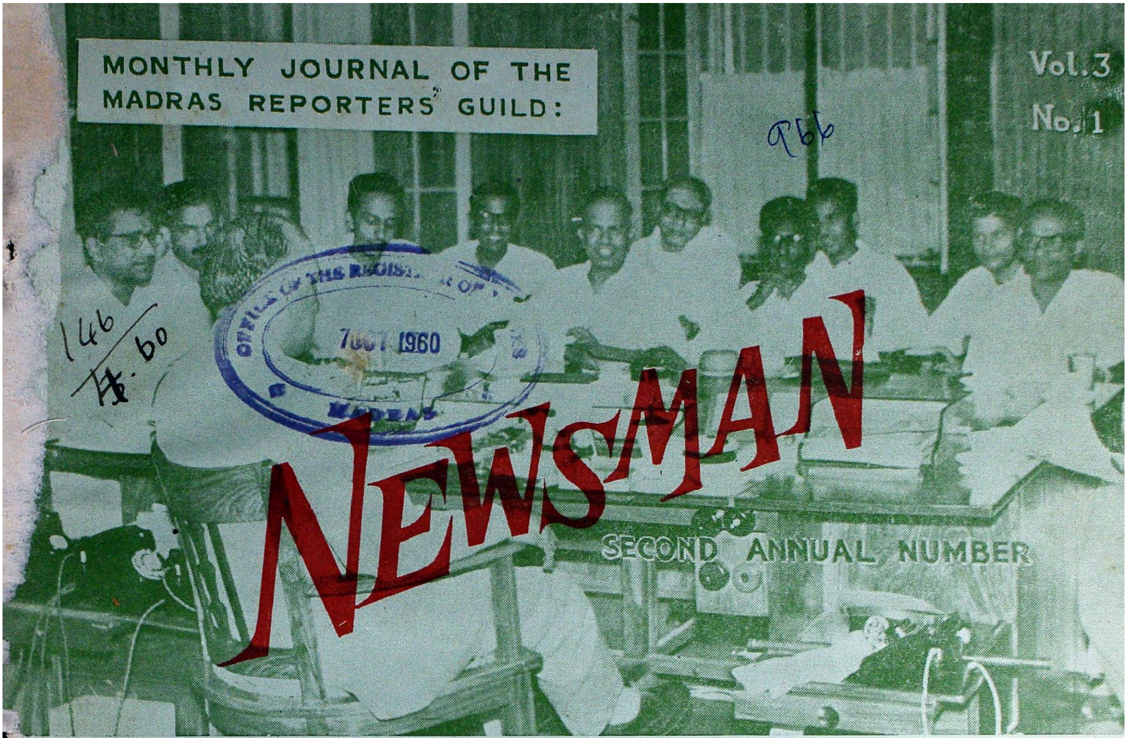

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OFFICE OF THE REGISTRAR OF ... MADRAS
7 OCT 1960

NEWSMAN

SECOND ANNUAL NUMBER

IN THIS ISSUE

Newsmen are good sleuths

Lure of Journalism

How Far is Indian Press Free?

Point of Honour

Days of Tramp Journalism

Job of Washington Newsmen

A Spirited Crusader & Fearless Fighter

and other Special features

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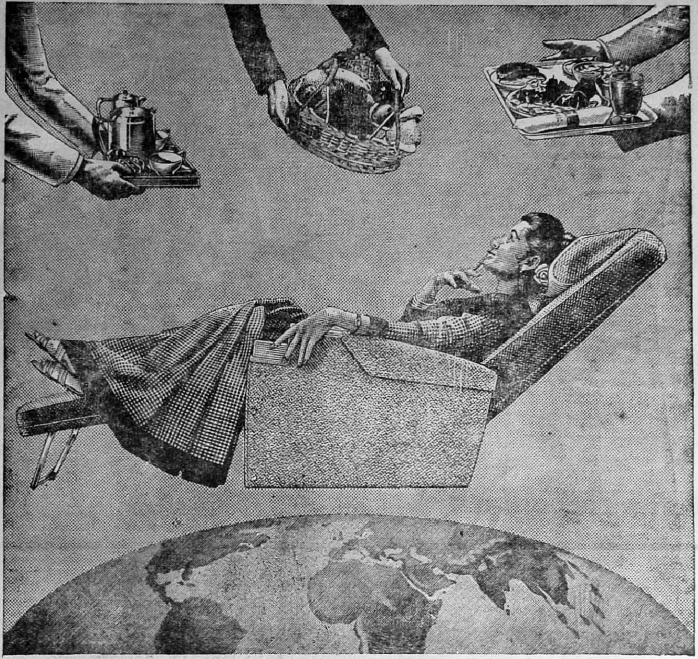

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INK, PLASMA OF OUR BLOOD

"The crop of youngsters coming into Journalism today is splendid. They are far better equipped intellectually then we were at their age.

This was stated by Trevor Evans, a Director of Beaverbrook Newspapers Ltd. and industrial correspondent of "Daily Express", when he responded to a toast to "Literature and the Press" proposed by Field Marshall Lord Harding, at the 56th annual dinner of the Readers' Pension Committee at the Stationers' Hall in May.

Gradually

Referring to University men in Journalism, Mr Evans said that in former days they would not dream of considering anything less menial than leader-writing or dramatic criticism. Today every office had graduates among its general reporters.

"NOT THAT A DEGREE ALONE MAKES A GOOD NEWSPAPERMAN" went on Mr. Evans. "But I see daily evidence that so many of these youngsters have also inherited that sense of dedication, which recognises that "Ink" is not only the symbol of our calling but the Plasma of our blood."

THE COVER PAGE:

Mr. R. M. Mahadevan, Commissioner of Police, seen at his weekly press conference with City Newsmen.

—Photo: Mr. Sivaram

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NEWSMAN

MONTHLY JOURNAL OF THE MADRAS REPORTERS' GUILD

Volume III JULY - AUGUST 1960 Number I

OURSELVES

THE NEWSMAN made its debut on August 24, 1958. In the two momentous years that followed, the infant journal has succesfully weathered a series of minor ailments and remarkably survived a fatal affliction that came as a crowning piece. In spite of its somewhat battered career so far, the NEWSMAN has come to stay.

With the completion of two years by the NEWSMAN, the Guild has entered the fourth year of its useful existence which opens up a new vista of fruitful activity and dedicated service for the reporting fraternity. The gloom which enveloped the Guild and the NEWSMAN is happily passing off; for, thank God, adversity has not meant annihilation. Out of the throes of pain and anguish are born hope and cheer: the afflicted journalists will own and run two Dailies — one in English, the other in Tamil.

However, while drawing up a balance-sheet, as the occasion warrants, we cannot but admit that we have yet to do much to fulfil our most cherished objective — *camaraderie* and fellowship between newsmen and newsmen on the one hand and between reporters and news source on the other. Is it too high an aim to be within the realm of achievement? But then, we should never forget that fellow-feeling and professional solidarity are the very life blood of the organisation.

Also there are a number of other things we have to do to rouse the Guild from the stupor into which it had sunk following the devastation in our numbers and the destruction of our enthusiasm last year, and revitalise it to fulfil the long-cherished hopes of the reporting fraternity. Let it be remembered that between the great things we cannot do and the small things we will not do, the danger is, we shall do nothing.

Let us, therefore, rededicate ourselves to the taske of promoting *espirit de corps* among reporters, fostering friendliness between newsmen and news sources and developing the highest standards of professional conduct and integrity. The NEWSMAN is certainly a valuable asset in our struggle for promotion of higher standards and techniques of the profession, for building up closer ties between colleagues and for creating better understanding of the needs of today's journalism.

The substantial volume we have been able to get up now close on the heels of our trials and tribulations, is an unmistakable sign of the bright prospects the future has in store for us. The annual number is substantial in more than one sense: it gives journalists a code of honour to scrupulously observe and seven commandments to practice with Biblical fervour.

Our grateful thanks to all those who contributed the arts, and the ads. with unprecedented spontaneity.

AN OLD JOURNALIST

By N. S. RAMASWAMI

THE hero of every journalist should be George Warrington. For the unfortunate who have not read "Pendennis", it shoud be premised that Warrington was a friend, sardonic yet faithful, of Pandennis at a time when the latter, not yet evolved to the glories on which his fancy roved so strongly, was content to earn his living as what would today be called a "freelance" writer. This personality is only subsidiary in that wonderful collection of characters. Yet he lives strongly in memory as the *beau ideal* of individual journalism.

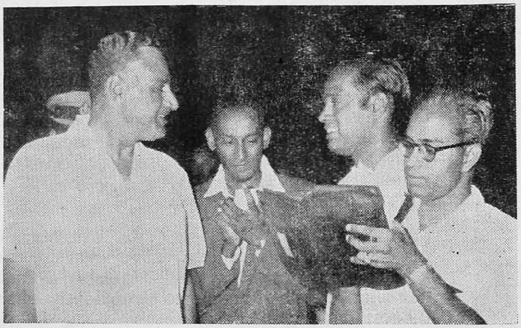
It is true that he cannot be conceived in terms of Fleet Street today. Thackeray's journalist was not the modern febrile correspondent who rushes hither and thither, frantically interviews degnitaries of all sorts and, in general, places a paper cap on the Sphinx. (The novelist himself had been a journalist. He lost money in some ventures.) His conception of a sub-editor would cast some ridicule on the modern practitioners of that art. He imagines Jack Finucane compiling his newspaper with clippings from the London Press, dealing mainly with fashionable intelligence. His real journalist was the writer. One recalls Captain Shandon fulminating the inaugural editorial of the "Pall Mall Gazette", that veritable drama of rolling thunder and crashing periods. One also recalls, a little fearfully, that terrible reviewer, Mr Bludyer, who was wont to cut up a book savagely and then dine on the proceeds of it. (Happy times those, when this could be possible!).

Warrington was not one of these. Thackeray speaks of his "strong thought, sense and satire". These high qualities are incompatible with the frenzy by which the modern journalist is surrounded. But he could pick and choose his time, and perhaps also his subjects. (In this he was unlike the modern leader-writer, who is given neither of these amanities. The bed on which the latter lies is that of Procrustes). One imagines that strong, silent, rather mysterious man, a bit of a scholar and decidedly given to scholastic pursuits, cogitating his thoughts and producing his articles with an infinity of labour and love. We are told that he drank (but only beer) like a porter or coal-heaver, yet one suspects that he did so only to get insight into life. Certainly, he was neither prim nor pedantic. He touched life at many points. (There is some vague suggestion of a dark event in his past life). Nevertheless, his instinct was that of a scholar. He wrote his articles, not, one presumes, for the daily Press, but for those illustrious journals published by Bacon and Bungay, with almost finicky care for accuracy and with judgement. He was that rare personality, a scholar who had strayed into journalism.

I must confess that it was not only his style and other gifts that had attracted me since I first read "Pendennis" years ago. There was something charming in the manner of his life, He lived in chambers, could follow his fancies wheresoever they led him (but never to anything vicious), and was, above all, master of himself. Although he was in life, he was not wholly of it. He contemplated it with detached amusement, and he could derive pleasure from his study of mankind. A later jargon would say that he lived in an ivory tower. This was not entirely true, for, like Sir John Falstaff, he had often heard the midnight chimes. Nevertheless, he was a recluse at heart, and lived like one in so far this was possible in Victorian London. He was so honest, so just, so good-humoured and so pleasant that his successors in the profession, toiling and moiling in the febrileness and acerbities of today, can only marvel at him and wish that they could share a tithe of his fortune. He certainly deserves to be made the patron saint of the better class of jonrnalist.

One has only to compare him with two other eminent practioners of the art to realise his gifts. Mr Pott and Mr Slurk, the strenuous, the indefatigable editors of the two papers in Eatanswill, were powerful writers. Their mastery of invective was total, it was, in fact, rather alarming.

Moreover, their sincerity was astounding, almost painful. Each respectively believed that Buff and Blue principles alone and nothing else, especially the other, would regenerate mankind, realise the poet's dream of "a snakeless meadow and oarless sea". They believed intensely, they were almot fanatics. But fanaticism cannot produce good journalism, which requires the ability to apperciate the other point of view, even if it be only to condemn it. Warrington was poles removed from these intense creatures. It was not that he lacked conviction. He was not like the hero in C.E. Montague's novel, "A Hind Let Loose", who is discovered to have been writing editorials for both the Conservative and Liberal newspapers of the town at the same time. Such frivolity would have shocked him. Yet he could preserve his sense of balance. Mr Pott and Mr Slurk are merely creatures of fun, while Warrington still bulks largely in our imagination and our thoughts. He is not generally reckoned among the great creations of Thackeray, but journalists are entitled to a special point of view. Warrington would have disliked the gush and sentimentality, but he may well be regarded as a paragon of the brighter and endearing virtues in the profession.



Guilders, (r - l) V. Seshadri, T. Ranganathan and C. Rajagopalan, interviewing U.A.R. President Nasser at Meenambakkam airport
Photo — V. Ganapathy

PRO'S JOB:

HELP NEWSMEN KNOW SOMETHING OF EVERYTHING

F. W. BUSTIN,

[Regionl Information officer, British Information Service]

FOR over 20 years, as reporter, sub-editor, news editor, assistant editor and editor, I repeatedly asked myself what exactly were the functions of members of official information services, both local and foreign, with whom I came into contact. I found them friendly and likeable. Their "hand-outs" were seldom usable in the newspaper; although I found them of value, sometimes of great value, as background material for the writing of leaders and for the preparation of radio talks on Current Affairs. Nor could I discover that they had more success in "placing" their material with my fellow-newspapermen than with me.

During the past seven years I have found the answers to some of my self-questioning by actually doing the job of an official (governmental) Public Relations Officer.

A P.R.O. is, quite simply, a link between his employer - whether it be a Government or a Government Department or a soap-maker or a film star - and the employer's "public" - whether it be a nation, or a section of a nation, or a body of customers or of cinema-goers. (It will be seen that, in some respects, a P.R.O. may be no more than an advertising agent.) Other activities may include labour relations, public opinion polls, market research and other methods by which the two-way flow of information between employer and "public" can be maintained (this "two way channel" is one of the functions which differentiates a P.R.O from an advertising agent.)

The Press is obviously a most important channel for the P.R.O. since it covers all his varied "customers"; but he is a poor P.R.O. who floods his editorial acquaintances (and those with whom he may have made no contact) with hand-outs in the hope that one in a hundred may appear in print. Although he has "something to sell", and although in this connection free publicity is welcome and valuable, he has a function towards newspapers and magazines other than the purveyor of fill-up material. This is particularly so with the governmental P.R.O. When he is working in his country, the official P.R.O. is one of many links between the Government and the people. It is his job to explain not only the "what" but also the "how" and the "why" of government policies and decisions and, of course, to put them in the most favourable light in order to obtain popular acceptance and compliance. And, since newspapers are, with the cinema and radio, among the best means of popular approach, the P.R.O. should go out of his way to supply the facts to editors and their staffs in an endeavour: a) to facilitate the support operations of the pro-Government Press: b) to canvass the support of the fence-sitters and c) to guard against distortion and mis representation by the opposition.

> **The writer is a (albeit temporary) Civil Servant. His passport describes him as a Journalist. He would prefer the description unknown to the issuers of passports - of "newspaperman" because it is with newspapers that most of his working life has been spent.**

A radically different situation exists when the official, governmental, P.R.O. is working in a different country. His main purpose then is to present to the country of his temporary adoption as full and complete (and as favourable) a picture as possible of his own country and his own Government's policies. His task is limited, and rendered more difficult in comparison with that of the "native" P.R.O. operating in his own country, by the relatively limited interest in his country and its Government which is inevitably felt by the people among whom he is working. He may have to attempt to create an interest before he can begin to satisfy it. But the newspaperman for his part cannot (or should not) reduce the overseas P.R.O.'s efforts to nullity merely by the stock generalsiation: "Our readers are not interested" There is to-day throughout the world even though the tide of nationalism was never higher, a growing realisation of inter-dependence—of the fact that no State,however big or however insignificant, can live by and to itself alone. This realisation creates a demand for knowledge which newspapers, among other media, have a duty to meet. And in meeting that demand their ready and willing collaborators should be "overseas" P.R.O.s for the latter have, or can speedily obtain, full answers to the many questions which newspaper-readers may be asking regarding the countries which the P.R.O. represent.

This "information service" to the Press—the supply of facts and the answers to questions is perhaps the most useful purpose of the P. R. O. so far as concerns newspapermen. And even although the use to which this material is put will frequently not coincide completely with the desires of the P.R.O. or his employer, the resultant publicity of the facts will be far more valuable than the appearance in print of obvious hand-outs.

It is up to newspapermen—whether reporters, feature editors or leader-writers—to use this information service to the utmost since it not only saves their time and effort but also ensures accuracy. The good newspaperman has been described as one who knows everything of some thing and something of everything (I wonder how many of us qualify?) and the good P.R.O. is the one who puts himself out to make available on his own subject all the facts and information which will enable the newspaper man to qualify as a good newspaperman (in accordance with the above definition) on that subject.

As the adage says....

PRESSMEN TOO MUST HAVE PROPER PRIDE

"INNOCENT"

DISCONTENT, mortification, grievances, and above all anger – these are some of the things which the young are taught to eschew, and to eliminate right from their systems altogether. They are exhorted indeed to avoid them like the plague.

And yet, could the world have progressed without these failings? My point is, without anger there can be no progress at all. Without elaborating the point too much, we just have to think how the above four qualities have helped our nation to fight for our freedom, and finally get it.

Years ago, a cub-reporter, appointed suddenly as staff correspondent in an important City of South India—which was possible in those far off days, surely not many decades past. when salaries were but meagre and only occasionally paid, visited a Chamber of Commerce to that region to which he had been accredited where a function was to take place about an hour or so later. The Secretary of the Chamber coolly looked at the staff correspondent and his companions, local reporters, who, he knew had come on their bikes or legged it and talked in an impersonal tone, but did not invite them to attend the function, and report the same. The young reporter turned correspondent felt the slight keenly and went out followed by his companions, and on his advice they all boycotted it!

The result was electric and very gratifying indeed. From that time onwards, the lofty Secretary came down and saw to it that somehow the invitations were sent to the lot, and especially to the correspondent, well in advance.

The anatomy of anger is a complex thing, most are acquainted with the quick sharp bursts, dissipated equally quickly, leaving the atmoshere clean and wholesome in its wake. And then, there is the slow, all-consuming feeling of anger inside you, nurtured over the years — over some national wrong which has to be rectified and put right.

Two decades ago, a staff correspondent had gone to see the famed Dewan of a South Indian State at a time when the political atmosphere was in a troubled state. The Dewan spoke sharply, though in the very polite language that was always characterestic of him, and said that the paper of the Correspondent had become a source of nuisance to the Government of......' The youngster whose sympathies were entirely with the political organisation of that State, a constitutent of the Indian National Congress, had no time to be afraid, for he was very angry,

(See Page 40)

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In America:

Days of Drunken, Tramp Journalists Are Over

—JOSEPH PAULL

THE tradition of the tramp journalist in the United States dies hard. In the 19th century the reporter who travelled from town to town through the sparsely settled country was a real, and in a way an important figure. He lent a kind of coherencc to a communications system which without him would have virtually none at all.

He was often a shabby sort, and his rootlessness showed. He was of a kind with the tramp printer, who also journeyed in the hope that in some town he visited he would find a home and a measure of prosperity.

They had a common ancestry in the men who played a large role in the establishment of the Nation, the pamphleteers who had a compelling urge to write and for whom the printing press was voice itself.

This then was the heritage of the American newspaper reporter. It was adventure, restlessness, courage close to fearlessness, an eye on the horizon. Included in this were the prevalent faults, shiftlessness, an outgrown provincialism with the oceans as its bounds and a culture that was largely home-grown and rough.

Of course, just as Benjamin Franklin was atypical of the Revolutionary War journalists and pamphleteers, there were brilliant, responsible and stable reporters in the days of the tramps. In the civil war, there many able reporters but the picture that remains is of a man on the move and looking for greener pastures but of little capability reaching them.

Tramp to *FRONT PAGE*

At the turn of the century some editors were scoffing at the idea of university-educated reporters. A better training ground, editors were apt to say, was running copy in the city room, or following a trained reporter around, or sweating out assignments in police headquarters, or working in the print shop. Again, there were notable exceptions. And, there were many fine reporters (and there are today) who learned by reading ravenously, who studied on their own and who did not succumb to the notion that knowledge would stand in their way.

Then, came the time (at least in the folklore) of the reporter whose trademarks were the whiskey bottle, the drooping cigarette, the slouch hat and the low moral code. It was the era of the *Front Page*, * when some reporters sought out underworld characters as their friends and the big story was about the three-alarm fire, the funeral of the racketeer, and the juicy scandal. It was never a true picture of the typical reporter, but it was one that the public accepted, and on the yellow journals, it was almost the rule.

In this the 2nd in our special series "Reporters round the World". Mr. Joseph Paull, Assistant Managing Editor "Washington Post" gives an intimate pen portrait of the evolution of the American Reporter.

Today, the tramp and the drunken journalist is the fictitious property of television and the movies. The contemporary American reporter is more apt to be a respected member of his community, especially if his newspaper is respected.

FRONT PAGE to Honour Society

As I look a around me in the news room of The Washington Post, I see copy boys who graduated near the top of their classes in leading universities. One of our leader writers is the holder of a Ph. D. Several of our reporters are authors of books and magazine articles. Others are college lecturers. They are in demand as speakers. At least two reporters are leaders in their church. One was asked to be on the Governing Board of the City of Washington. They have written for learned journals. At least one is a graduate engineer. Several hold the Ll. B. degree. At least one is a member of the bar. Many are members of honorary societies. The scholarship of several has been noted publicly. Reporters are sought as members of various educational, government and civic boards.

Scarcely an important local function has a complete absence of reporters as guesrs In Washington, at least, this is a mark of kind of respect that reporters customarily do not want.

But this picture is so distorted with exceptions that it can only be taken as the most general of guides. Many reporters are essentially artists or professional purists who are so immersed in their work that they shun social and civic involvement. A considerable number are cynics unwilling to participate, except as reporters, in any public activities. On some papers reporters are cautioned by their editors not to become actively associated with any group which is apt to become the subject of newspaper scrutiny and editorial comment.

Status and Rank

Nevertheless, it can be safely written that newspaper reporters on the whole seem to rank higher in the general society than their educational and economic status alone would merit.

This is surely true in relation to earnings. A recent survey by the *United States News & World Report* gave the following as the general range of beginning annual salaries that could be expected by this year's crop of college graduates:

Engineers and scientists	$6300 to $6600
Accountants	$5400 to $5700
Lawyers	$5100 to $5600
General business	$4900 to $5500
Liberal arts graduates	$4800 to $5400
Salesmen	$4400 to $5000
NEWSPAPERMEN	**$4000 to $4300***
Teachers	$3800 to $4200

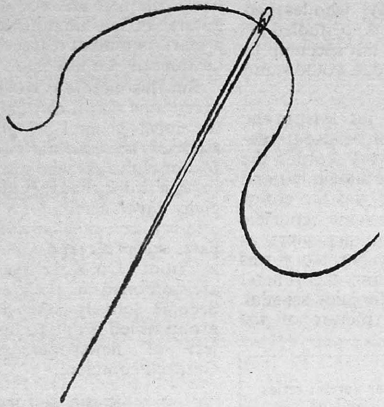
With newspapermen near the bottom of the professional pay scale, at least on the beginner level, the high caliber of reporters, generally must be traceable at least in part to the fascination of the occupation More important but less demonstrable is the sense of devotion that many newspapermen have for their craft. On every newspaper there

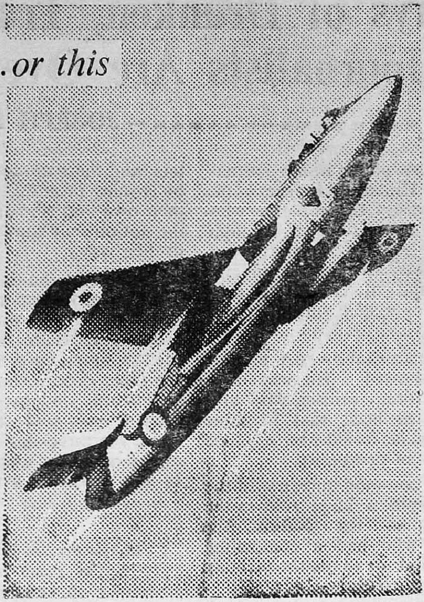
(See Page 35)

* A play by Ben Hecht and Charles MacArthur.—Ed.

* about Rs. 1600 to Rs. 1800 a month—Ed.

Whether you make this . . . or this





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REFERENCE LIBRARIES— A 'MUST' FOR NEWSPAPERS

Says Dennis Bardens

London Commentator

A newspaper is a highly complex organisation, sensitive to happenings everywhere. A train crashes, and somehow, within hours, the facts are recorded for people to read—where it came from, how many were on it, what it crashed into, what was done about it, who was injured or killed, how and when the transport headquarters received the news, and what they did about it.

News, after all, is the newspaper's business. But, consider the facts to be checked, and the possibilities of error, in that item alone.

The reporter on the assigment might need to know, when the first bare information reaches the newspaper office, where the place is. What is the nearest town? How does he get there? The sub-editor who handles his story when he telephones it may want to check certain facts; is there an express service betwben those points? – if not, it could not have been an express train. What is known about the people involved in the mishap—who are they, where do they live? A description of the locomotive may necessitate reference to a book on railway engines. The biographies of some of the people concerned may be found either in reference books or in the cuttings collection, in which millions of newspaper cuttings are filed and indexed.

Checking A Hunch

Then, perhaps, the news editor has a hunch. "I'm pretty certain", he tells the librarian, "that there's been a crash on that stretch of line before. Will you check and let me know?" He may be right or wrong, but cuttings of previous train crashes will have to be inspected.

This sort of thing goes on, day and night, in the great newspaper offices. An incredible number of facts are handled every day. It is not just a matter of checking those already received; the reporters and writers, grappling at short notice with unfamiliar subjects, want to brief themselves as quickly as possible, perhaps, before going to the scene of the news story. If a world-wide celebrity has just arrived in London, it is commonsense for the journalist to find out something about him before going to interview him. The cuttings might reveal some good cues for penetrating questions.

Minutes are Important

A newspaper library is quite unlike any other. It has to operate day and night. It has to plan for the unpredictable. It has to be diverse, electric, and—most important of all—geared for speed. Minutes are important when handling news. Time wasted in finding information may mean a train missed. An invasion can occur, a ship sink, a spectacular speech be made, a famous man die, or a volcano choose to erupt just a few minutes before the last edition goes to press.

An important and fundamental basis of all newspaper libraries is their collection of newspaper cuttings. This collection provides background to almost any topic, past or present. Nothing else would serve a newspaper's purpose. Reference books and year books, valuable as they can be, necessarily take time to compile, and are often out of date on the day they are printed. There is a flare-up, say, in some remote country; woe betide the naive reporter who turns only to a year book for the names of government officials There may have been a major or minor revolution, and a completely different set of people in office Only the latest reports, filed under the country concerned, would put him in the picture. *These are not confined to cuttings, but often take the from of factual documents supplied by Government information services and other organisations.*

Every Subject

Let us consider the library of "The Times", one of the world's greatest newspapers. "The Times" library is 70 to 80 years old. Because a library has to be run to a system, the fewer changes in personnel the better; the previous librarian of the paper worked there for 53 years.

There are literally millions of newspaper cuttings, on every subject imaginable, so filed that material on any subject can be produced in a minute. The items are first marked by skilled readers, chosen for their news-sense and sure judgement. They simply indicate what items should be cut. Three members of the staff are wholly engaged in cutting newspapers and pasting the items on slips of paper, each the width of a single column of "The Times". A different coloured paper slip is used for each year.

The slip is stamped with the name of the newspaper from which the cutting was taken, and the date. The classification under which it is to be filed is written on it. These slips are then filed away in steel drawers, which are sub-divided by index cards whose metal window-labels indicate the subject.

Divisions and Sub-Divisions

Obviously, a considerable degree of sub-division has to be achieved, for otherwise, on certain general subjects, the mass of material would be unwieldy and it would take too long to produce a cutting dealing with some particular aspect—of China, for instance. It would be hopeless to lump together all the printed press references to that vast country. So you find special divisions—China, Agriculture; China—Foreign Relations (general). But even a subject such as China's foreign relations demands, and receives, further sub-division. What about China's relations with, say, Denmark? Has she a diplomatic representative there? Is there any trade agreement? Thus, there will be separate divisions of cuttingr dealing with her relations with each country.

Home affairs are broken down similarly, first into general categories and then into aspects of those categories. There are broad divisions for such subjects as law and order, agriculture, political parties, housing and the arts. A leader-writer may wish to write a light-hearted leader on

some of the unusual items which have been stolen, taking as his peg some item in the news pages of an unusual theft. The librarian helps him by sorting out some of the more unusual items. Equally, a feature-writer may want information on famous art robberies of the past. General crime cuttings are no use to him; he needs specific cuttings on specific art robberies.

Cross-Check on Speeches

The filing of biographical material is, of course, of supreme importance. People are constantly coming into the news. When new personalities are appointed to important positions, their previous records must be referred to. When they die, their obituaries must be accurate and comprehensive. When they make political announcements, or are engaged in controversial or important public issues, their previous speeches on the same subject may be needed for quotation.

There are hundreds of thousands of biographies in "The Times" collection; in folders kept in boxes. In a sense, the size of each man's collection is itself an index of his prominence. There are no less than nine packed boxes on the life of Sir Winston Churchill.

Besides this great collection of past and contemporary history in all its varied forms, "The Times" maintains a valuable collection of volumes in which cuttings on particular subjects are pasted chronologically. There are roughly 450 pages to each volume, which may contain up to 2,000 different items. These contain only "The Times" items. There are, for instance, no less than 23 volumes on music—everything which has appeared in that newspaper pertaining to music has been pasted in chronological order. A writer wanting to know what was happening in the musical world 20 years ago does not need to browse through volume after volume of the newspaper itself. He can find the necessary material assembled together.

Changing Emphasis

Not every newspaper library, of course, follows "The Times" system of filing newspaper cuttings directly into steel trays. Many, sueh as the London "News Chronicle", "Evening Standard" or "Daily Mail", prefer to put batches of cuttings into envelopes, which carry their classification and are stored in smooth-running steel cabinets. Other libraries may use folders instead of envelopes, while the "Daily Mail" library uses shallow envelopes with open tops, so that the cabinet may be opened and a cutting inserted in an envelope without extracting it. And libraries vary in their selection of material. The emphasis is different in a newspaper with a special interest in crime from that of a newspaper of more sober or less sensational character.

All newspapers, however, aim to be equipped to answer any query, and provide any sort of factual background. On general subjects, and their necessary sub-divisions, they are all well provided.

"The Times", besides the impressive resources I have mentioned, maintains an admirable printed index to everything which has appeared in its columns. Eight girls are permanently engaged on this task alone. This provides coverage of those items which it has not been thought worth while to cut and file. Every page of every copy of "The Times" since 1785 has been micro-filmed, the entire collection being housed in a comparatively small cupboard in the library. Within seconds any page can be reproduced on a screen by apparatus that has an ingenious device by which any item on a page may be "blown up" to fill the entire screen.

Cover the World

Maps are kept in a separate department, but nevertheless cover part of the world in great detail. The reference library has, of course, a considerable collection of books of a factual type, carefully selected to meet the needs of a busy newspaper. There are year books by the dozen—the "Municipal Year Book", a valuable key to local authorities, their personnel and activities: the "Law List" with its details of courts, their sittings, the names and addresses of solicitors, barristers and judges; "Who's Who", "Whitaker's Almanack" and so on. There are innumerable encyclopaedias and foreign dictionaries. The collection of "Annual Registers" (a yearly volume which lists, with useful accompanying detail, the main events of the year) goes back to the 18th century.

Apart from the three expert cutters and pasters, there is an assistant almost wholly engaged in answering outside inquiries which come by letter or telephone from members of the public or from societies, public departments and institutions. There are six general inquiry assistants, two of them engaged wholly during the day and the other four working alternately by day and night. "The Times" library, housed in three large rooms, covers nearly 2,500 sq. ft, of floor space.

(See Page 36)

JUST OUT!

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NEWSMEN ARE GOOD SLEUTHS

Calling for much closer relations between the press and the police, former Scotland Yard Murder Squad Chief, John Capstick, said Crime reporters were his second line of detectives. He, however, wondered if editors always realised just how hard Crime reporters worked.

A CALL for greater police co-operation with the press was made by John Capstick, Ex-Chief Detective Superintendent and former head of the Murder and Ghost Squads at Scotland Yard while speaking to members of the Commonwealth Writers' Club at the Montrose Club, Belgravia (February 10).

Mr Capstick said "There is room for relations between the police and the press to be much closer. After all, the police are there to render a service to the public and the press represents the public."

"In a murder case I feel that the police should go much further with the press than they tend to do today."

"There must be a code of honour between the press and the police but these days it has deteriorated, particularly since the last war."

Speaking of the value of the press during his 32 years at Scotland Yard, Mr Capstick said: "The crime reporters were my second line of detectives—my most important men outside my police and special constables. The press men worked like ferrets."

He said that he found by and large that newspaper reporters were more amateur detectives. They were all sleuths.

"I was much stronger with press men around me than without. I have found them to be some of the most honourable people I have met. They would go out of their way to help you, especially when you were running against time."

"They could go into places, ferret out illicit facts much quicker than a police officer whose very appearance often frightens people into silence."

He wondered if editors always realised just how hard crime reporters worked. They were on the go night and day from the four ale bar to the local barber's shop.

"One day I would like to talk to a group of editors and tell them just how their reporters live when they are out on a job." On many murder cases he found that the press were often there before himself. In one particular case he arrived to find 84 press men waiting for him.

He said that he always went out of his way to aid the local newspaper man and always tried to keep something up his sleeve for them.

Scared by 'lions'

Local papers used to be frightened out of their lives seeing these lions from the London nationals, but the locals were predominantly in his mind. But local or national..."Newspaper people worked for the hardest men I have met in my life–newspaper editors."

Mr Capstick, during his 32 years with the police, led 12 major provincial murder hunts—a record for the Murder Squad.

Forum

Mr Capstick was the second speaker in a series of lectures organised by the Commonwealth Writers' Club recently formed in London to provide a forum for Commonwealth nationals working in publishing, newspapers, radio, television or advertising.

Taming the Lion!

"What will become of the British if your Swarajya is established within a year?" a press correspondent once asked Gandhiji. Pat came the Mahathma's reply: "The lion will lie down with the lamb!"

Delhi's Action Against Chinese Newsman

MR. Kao Ling, Correspondent of HsinHua news agency (New China News Agency) in New Delhi left India for his home on August 3 following India Government's refusal to renew his visa.

An Official spokesman in Delhi stated that action was taken against the correspondent because it was considered that the persistent one-sided and malicious reports sent by him over a period of time could only embitter Sino-Indian relations.

The Chinese Embassy had sent a note of protest to Indian Government in this connection.

It was stated that the Chinese Ambassador was informed by the Government of India that the despatches of the correspondent sought to present a distorted picture of Indian conditions. It was pointed out that in one of his despatches the correspondent had described the recent Central Government employees' strike as "rebellion against the Government.

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Second International Conference of Journalists

THE second world meeting of journalists will be held at Baden in the Kurhaus, 26 kilometres from Vienna, from October 18 to 22 this year.

The meet, it may be recalled, has been convened by the International Committee for Co-operation of Journalists, to achieve, among other things, better understanding and mutual aid between journalists of the world.

The decision to have the second world meeting has been hailed by journalists' organisations in many countries. The Indian Federation of Working Journalists at its Patna session gave its support to the proposal and invited the International Organisation of Journalists and the International Federation of Journalists to contact one another with a view to improving their mutual relations.

The Press Association of Ceylon has instructed its executive to set up a representative Ceylonese Preparatory Committee to extend to the International Committee for Co-operation of Journalists the co-operation of all Ceylonese Journalists. The preparatory committee will take steps to send delegates to the meeting.

In German Democratic Republic, Herr Eisler has been appointed by the Journalists' Union to preside over the National Committee for the participation of German journalists of the G.D.R. at the second world meeting.

AMAZING!

Mr. Z. A. Bhutto, Pakistan Minister for Fuel, Power and Natural Resources said recently in Karachi, "It is amazing that the greatest impact Pakistan was able to make on world opinion came about during the period of financial stringency when we had to withdraw some Press Attaches from our missions abroad."

The Minister who was speaking at the Institute of International Affairs on foreign publicity said that a recommendation had been made to the Cabinet that foreign publicity should be controlled by the Foreign Office which should directly control Press Attaches, who would be suitably absorbed in due course in the Foreign Service. This recommendation was pending with the Cabinet.

POINT OF HONOUR

The successful finalist for Brighton's new £2800 a year post of director of entertainments and publicity has refused the job – because he told the town council last week, a point of honour was involved.

The man, *Leslie James Prime Bedford*, director of the Spa at Bath, was one of three finalists chosen from 97 applicants.

After being congratulated on his appointment, Mr. Bedford told the council in a closed session that since arriving in Brighton he realised that in accepting the job he would be disposing the town's present publicity director, George Johnson who had also applied for the new post.

Mr. Bedford said he also realised that the council were very divided on the issue, and he doubted whether the amalgamated post would work successfully.

The third candidate on the short list was Sidney Butterworth, a former publicity director of Brighton. The new job created to administer the amalgamated publicity and entertainment departments of the Corporation, carries a maximum salary of £ 2,800, plus a £500 hospitality allowance, and a £136 annual car allowance.

The appointment has now been referred back to a joint meeting of the Entertainments Publicity and Royal Pavilion Committees and it may be advertised again.

The decision was announced by the town clerk W. O. Dodd when the council opened their doors to the Press and public after a three-hour private session interviewing the three candidates.

The council also had been recommended to agree that in the event of Mr. Johnson not being appointed to the new post, he should be kept on at full salary until Oct. 31, until or he takes up another appointment, whichever is earlier, on the understanding that he should resign from the date the new official starts and "thereafter to assist the new director as the council may require him to do."

How Far Is The Indian Press Free?

THE freedom of the Press in India had been curtailed not by law but by fear and party feeling, observed Mr. C. Rajagopalachari, the Swatantra Party leader at a public meeting in Bombay recently.

He said: No one says that the Press is not free, in the usual sense of the word. But the mind behind it is not free, because it is controlled by numerous things".

Rajaji said he was not speaking of "tiny papers" which could do what they liked. But 'when you put a couple of crores of rupees into the business you are not so free as people in their drawing rooms imagine".

It was believed, Rajaji pointed out, that the editor was free. But the question was "how far is he free?". It was quite true that many good properietors gave a completely free hand but they had a gentleman's agreement that the policy and courage of the editors should not be carried too far. They could criticise the Deputy Ministers and even Ministers but when it was the Prime Minister's affair the editor knew it was too far as it was.

In a situation where freedom of press had been curtailed not by law but by fear and party feeling and where the debates in the legislature had become unreal because of the operation of party whips and ineffective opposition, the prospect was that the ruling party continued to be in power despite the provisions in the Constitution for elections every five years, he said.

Since the advent of the Swatantra Party, Rajaji said, the Press had shown larger amount of independence and more willingness to attack the policies of the party in power. The Press had been guiding and inspiring public opinion throughout the year.

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THE PUBLIC YEARNS TO SEE THE FACE, NOT THE TRIMMINGS

[Tremendous possibilities await the young newspaper makeup man who studies the best of the contemporary magazines and realises that here is the technique above all others for the showing of pictures in newspapers. The truly astonishing thing is how dimly that lesson has so far been absorbed, says the author Mr. Robert Harling, Editor of "Home and Garden" and typographical expert of the London "Sunday Times". His forthright treatment of picture page makeup is exciting.]

MR Henry Luce gave the best and briefest advice to picture editors and art editors. "No cookie shapes!" he is reliably reported to have enjoined the staffs of his own magazines. And we all know exactly what he meant by "cookie shapes." We see too many of them in too many newspapers and magazines.

Mr. Luce's injunction has been ably obeyed, as any student of *Life* and *Time* can see, although those splendid editorial page layouts take a lot of punishment these days from advertising pages, and the dramatic double-page spreads are far fewer than they used to be.

In common with so much first-rate advice, Mr. Luce's may seem to many (especially the young) to be too simple, even too obvious, to have been worth offering. It may also seem more applicable to magazines than to newspaper make-up. But this is far from the case.

The improvement in the layout of newspapers has certainly derived from the high standards first set by German and Swiss magazines, and followed in a more humanized and journalistic form by those of the United States. Certainly, as far as Britain is concerned, the *Daily Express* was quick to learn the lesson and the layout of its "Photonews" feature is a daily visual entertainment for graphic designers as well as for millions of readers. And the gradual growth, over the past decade, of picture journalism in those two erstwhile nearsolid-text newspapers *The Sunday Times* and the *Observer*, has been considerably influenced by *Life* via *Picture Post* (which unashamedly imitated *Life*) *Via Paris-Match*. Only *The Times* and *The Guardian* amongst the augustan newspapers of Britain still seem to consider that 10,000 words equal one picture rather than vice versa. But, amongst those newspapers which use many pictures, especially the provincial newspapers, there is still vast room for improvement in presentation and layout, and Mr. Luce's simple verities need much reiteration.

Part of the trouble is the human factor, of course—as always! Considerable self-assurance is needed for a newspaper art editor to go ahead on the straightforward course of showing pictures mainly as rectangles, occasionally in circular or elliptical or cut-out shapes, but never in complicated patterns with lettered headlines interwoven amongst the patterns like polygonum around a garden fence.

Such a simple course may seem too easy. He fears that others may think that he is dodging the real hard work. The fact that cartoons, maps, diagrams and drawings can provide the necessary color and relief from the inevitable halftones may be difficult to impress upon his colleagues. Yet this kind of effective contrast has been most skilfully demonstrated, again by the *Daily Express*, during recent months.

'Masking' Needs Imaginative Approach

Indivisibly linked with this question of the simple presentation of pictures is that basic matter of "masking" or framing.

Here the would-be art editor can learn much from *Paris Match*, which has a more imaginative approach to this question of masking than any other magazine in the world. The picture-masking on *Look* and *Life* is always interesting but that on *Paris-Match* is invariably exciting and dramatic. This dramatic appeal of the *Paris-Match* pages is undoubtedly enhanced by the fact that the double-page spreads are abund ant in each issue compared with thedoleful intrusion of the advertiser into so many pages of *Life*. The drama of these *Paris-Match* spreads is often enhanced by the skilfull manipulation of scale, the juxtaposition of, say, a large head against a group of smaller pictures of full length figures. This, too, is a question of masking, of course, but, primarily, a question of the swift sizing-up of the graphic potentialities of a group of pictures. Fundamentally, it is a question of the most elusive of all qualities—simple old-fashioned imagination.

But to return to masking: I well remember a cry from the heart utterred by C. D. Hamilton (who looks after the far-flung provincial newspapers in the Thomson Group) in an editorial conference at Thomson House after one of his colleagues had mentioned that *Paris-Match* had such superb pictures. "We often buy the very same pictures!" Hamilton protested ruefully, "They've just learned how to mask them, that's all!"

The question of masking is of paramount importance in the presentation of those images of identity; the faces in the news. Here again, it is astonishing how very little newspaper art editors (with a few notable exceptions) have learned from the magazines. The face, not the trimmings, is what the public yearns to see. All of us—ghouls that we are—want to see every detail of the haughty, self-hypnotic gaze of de Gaulle caught in one of his great gallic moments; the exquisite anguish on Group Captain Peter Townsend's drawn and handsome features as his privacy is yet again invaded; the threadbare innocence of Marylin Monroe's shocked eyes; the lugubrious moustaches of Dr. Schweitzer drooping over a bed-stricken native. In this vast peepshow into other people's lives, in which we are all involved on varying planes of respectability and responsibility, every line and contour counts. And we don't get them in those cliches of the newspaper game: the postage-stamp-sized portrait.

To mask a photograph so that every square millimeter of its final half-tone pays its way is a skilled and imaginative task, not to be confused with that mangling of pictures which so often provides a layout man's layout with first rate photographic material. The most difficult task, in fact, for any embryonic art editor is to resist trying to show how clever he is. A major part of the job of becoming a really effective art editor is to learn the harsh lesson that good pictures can do the work, or most of it, in the printed page, and the art editor's job is to do just that. He must resist the insistent impulse to arrange them into what seem to him to promise strange exciting patterns that will acclaim his genius to the earth's far corners. If these dubious temptations are resisted he will be surprised to find how quickly others—from the photographer to the process department—recognize the virtues and advantages of the simpler arrangement of pictures and thus the art editor's skill. Most journalists would cartainly prefer to see their literary efforts accompanied by pictures boldly and simply presented. Feature writers and reporters are great students of other magazines and newspapers and appreciate the simplicity and quality of, say, the *Daily Express* and *Paris-Match* picture pages, and would be less charitable towards the headings to the "Sports Talk" feature of the London *Evening News*, for example, which must be numbered amongst the most antiquated pieces of combined picture-and-lettering produced by any paper in the past decade.

Similar shocks assail our eyes when we pick up the newpapers of any land. They all flog along behind their national magazines Why is this? Time is certainly not the enemy, for it plainly takes less time to arrange and make a straightforward line-and-tone group. The real trouble seems to be lack of imagination and a refusal to experiment. The graphic people are way behind the feature writers in their search for new lines of appeal and interest.

Tremendous possibilities await the young newspaper make-up man who studies the best of the contemporary magazines and realizes that here is the technique above all others for the showing of pictures in newspapers. The truly astonishing thing is how dimly that lesson has so far been absorbed. [*IPI Report*]

Orissa Legislation Gives Immunity To Press

THE passage in the Orissa Assembly of a non-official Bill seeking to give immunity to the Press from civil or Criminal proceeding in any court of law if they published the proceedings of the Assembly "in a substantially correct manner without malice" is a significant event in recent months, that deserves to be welcomed.

The Bill, sponsored by a Praja Socialist member, Mr. Banka Behary Das, is on the same lines as the one passed by Parliament in 1956.

The problem of parliamentary privilege has always been facing reporters covering legislature proceedings and the Orissa Bill is a recognition of the duty of the newspapers to inform the public about what happens in the legislature

"Restricted Immunity"

The Bill caught the attention of leading newspapers in the country which generally welcomed it. *The Hindu* in a leading article, however drew attention to the qualifications with which the immunity conferred on the Press were sought to be limited and expressed doubt whether the restricted immunity improved the position of the Press beyond what it might already be said to enjoy under the Constitution, and the conventions established under it. An amendment to the I P. C. to add the words "Or Parliament and State Legislatures" in exception 4 to Section 499, would (as recommended by the Press Commission) have obviated the need for separate legislation by all the States, the paper stated. The esction lays down that "it is not defamation to publish a substantially true report of the proceedings of a Court of Justice or of the result of any such proceedings").

Curb on Freedom

Commending the Bill, *Tribune* of Ambala expressed surprise that there should be States which had not already taken such action. Passage of such a legislation, in its view, was basic to the ability of the Press of a State or the country to discharge its functions and responsibilities efficiently. "while an M. L. A. in certain States is given immunity against court proceedings for what he may say on the floor of the Chamber, a newspaper or periodical can be hauled up for reporting the speech. The discrimination loads the dice against newspapers which may find themselves obliged to modify their reports or suppress certain portions to obviate the risk of being proceeded against for libel or defamation. This acts as curb on not only the freedom but also the responsibility of the Press which owes to its patrons to present them with a factual and faithful account of legislature proceedings", the newspaper said in its editorial.

Measure welcomed

The *Times of India* welcomed the measure and stated that legislature in other States should emulate the Orissa example. The paper expressed the view that "all this does not, however, dispose of the larger problem posed by the right claimed by ligislatures to prohibit in certain cases the publication of their proceedings in the Press altogether."

Plea for uniform law

The *Statesman*, expressed regret that a similar Bill had been rejected in West Bengal Assembly on a voice vote. The law regarding public imformation ought to be uniform over the country, not subject to local vagaries, it said, and added "Perhaps in some respects it needs to be tightened up. (Madras at least now seems to want enhanced penalties for publishing scurrilious matter)." The editorial also traced the position in Britain regarding press and legislature, and said: "Before the law courts the journalist's position is also tricky. He enjoys "qualified privilege" which roughly means that an accurate, fair and responsible report is unlikely to get him into trouble; but to publish a libel under the colour of reporting a speech may, for instance, still do so."

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A Veteran Looks Back ...

LURE OF JOURNALISM

C. H. V. PATHY

THERE is a saying: "Once a journalist, always a Journalist.

I was not born to be an ink slinger; I just strayed into the street of Ink.

My brother almost lured me to a bank counter. He was the legal adviser to a Bank in Coimbatore, three decades ago.

Realising the insecurity of a newspaperman's life, he spoke about me to the then Agent of the Bank and telegraphed me to meet him for an interview.

I met him in his posh room; the interview was a mere formality.

I was offered a start of Rs. 80 with promise of regular promotions. I joined duty and reported for work at 10 A.M.

The stiff formality, the office routine the ordeal of sitting and staring at paper currency—all this irked me beyond measure. Without either informing my brother or the Agent, I rushed back to Madras and rejoined the profession I loved, leaving a resignation slip behind.

Another time, after the Madras session of the Indian National Congress, I got tired of pottering about police courts and getting counts of crimes from Police Inspectors.

I wanted to be something more than a mere reporter.

So I resigned my job in "Daily Express" and took the train to Bombay.

My companion was K. Ramamurthi, brother of "stalin" Srinivasan, another youngster hitching his wagon to the perilous profession of journalism. We both joined the late S. Sadanand's newly started news agency, then in charge of one Mr. Koyajee. My main job was to edit cables and inland telegrams. Mr. Sunder Kabadi, now Express London Correspondent, too was in the organisation. His job was to type the edited copy and despatch them to the newspapers.

A month passed in peace. Sadanand was away at Delhi. Then one fine morning I tripped while deciphering a cable. Mr. Koyajee called me in and said he was dissatisfied with my work. He paid me a month's salary and gave me notice terminating my job. This summary "sack" hit me like an avalanche.

I Wept

I went to my room in the hotel and wept. So, I was tested and found wanting! I decided to quit the profession for good and wanted to get away from India.

Walking along the waterfront, I careered to the tug office of Scindia Steam Navigation. There I saw a board, inviting young men for jobs in South Africa. I went in and presented my card to a bearded Muslim interviewing youngsters. The gentleman put me a few stray questions, was satisfied and typed out an appointment order.

I was to get Rs. 300 a month plus a free second class voyage. I walked slowly away from that office unable to grasp the full meaning of my decision. On the one hand lay three years of exciting life. On the other opened a vista of prosperity. But it meant bidding good-bye to the good earth of India, to be an exile in a foreign land.

Suddenly, I became aware of the noise of traffic, the hurrying crowds of Bombay, the acrid small of exhaust fumes. I was bewildered by the speed of everything. I stopped, looking this way and that and began to wonder how I was to make my way to my hotel. I boarded a crowded bus with a sense of nervous excitement. All of a sudden, a car coming from the opposite direction swung, screeched, came to a halt. I heard the agony cry of a young girl being run over. A big crowd gathered on the spot.

Then lo and behold: came a cameraman and the ubiquitous reporter. I saw the pencil being sharpened, the note-book released from the hip pocket. Both the cameraman and the reporter beamed with excitement. The same evening I saw the accident played up in front page with a picture. It was a scoop.

I ruminated for a while. I changed my mind. I tore off that appointment letter.

Despite the appalling poverty and hardship of a newspaperman's life, I decided to stay put in the profession. I have never regretted the decision.

Journalism took me to many places in India, to the summit at Karachi; it hurled me into the pit of Madras But surveying the sum total of my wasted life, I have a feeling that if I were reborn and fate asked me what career I would choose, I would unhesitatingly say: "Give me a newspaperman's life".

"NEW ORIENT"

THE first issue of the new English language bi-monthly entitled "New Orient" has appeared in Prague. The journal is to deal with modern and ancient cultures of Asia and Africa. In its approach to these themes, i.e. that of popular science, it will be the first of its kind in the world.

"New Orient" is published by the Czechoslovak Society for Eastern Studies in Prague with Dr. Dusan Zbavitel an eminent Indologist, as editor-in-chief. Outstanding experts from many parts of the world have been invited to participate in the Advisory Editorial Board. The Board already includes such personalities as the Indian author *Mulk Raj Anand* from Bombay, Professor of Sinology Derk Bodde from Philadelphia, the Indian Indologist Professor Alesandro Bausoni from Rome University, the leading Tadjik scientist Abdulghani Mirzoyev from Stalingrad, the Cambridge Sinologist Professor Joseph Needham, Professor Walter Ruben from the Berlin Humboldt University, Professor Jean Chesneaux from the Paris Sorbonne, the Soviet specialist L.P. Potapov from Leningrad, the Australian expert on Chinese history, C.P. Fitzgerald from Canberra, the Indian specialist *M. Varadarajan from Madras* the Polish expert on Ethiopian studies Profesor Stefan Strelcyn of Warsaw, the leading Prague orientatist, Academican Jaroslav Prusek and others.

The journal is distributed by Artia, Prague, Czechoslovakia.

THE PLAN

Is A Pulsating Movement....

FOR every village to have a school, a cooperative society, a medical centre, electric power supply and a connecting road was all a dream some ten years ago. But today that dream is a reality, thanks to the First and the Second Five Year Plans.

In Madras State, there is a school for every village with over 500 people. Electric power is available in villages with a population of 1000. Practically all villages have been connected by good roads.

The Second Plan Target is being exceeded by nearly Rs. 30 crores in Madras because the people who wanted these schools and roads were also willing to pay Rs. 21 crores more than the target by way of taxes and loans.

Steps have been taken to meet the specific needs of individual farmers. All the villages have been covered with cooperatives and last year cooperative credit for agricultural operations came to Rs. 21 crores. In order to see that these loans reach every agriculturist, from this year, these loans will be given even to those who cannot offer security.

The plan is not just a dull blue print; it is a pulsating movement which reflects the aspirations of the people for a better life.

ISSUED BY:

The Director of Information & Publicity

GOVERNMENT OF MADRAS

To speed up pace of progress

Press Must Focus Attention On Problems of Rural India

"CRITIC"

THE Third Plan, that is now being debated, will be one more stage in the accomplishment of an industrial revolution in India. When will the higher levels be reached? We are told that the aim is a self-generating economy to be reached 10-15 years hence. This means that the economy must be rich enough to produce annual savings sufficient to maintain the onward march without borrowing from abroad. There are other criteria also; we look forward to a time when everyone will have schooling at least up to the high school standard; when the expectation of life will rise to 60 as in western countries; when all families will have their own houses etc.

Industrialisation does not necessarily mean that industry must dominate. But agriculture is obviously over loaded at present. We may expect that in a decade or more, fifty percent of the population will move to town and cities and that ten percent of adult will be employed in factories while the other forty percent will be employed in secondary trades and services. There will be fewer people in the land and agriculture will be mechanised. The distinction between towns and villages will be largely obliterated. Though enormous wealth will be generated and the individual will benefit, the whole process is far from pleasant or free from strain. It means the breakup of the village system, the joint family, caste loyalties and even of traditional beliefs and customs. To break up institutions that have lasted thousands of years, must cause neurosis and discontent, a collapse of values amid the competitive struggle for the best positions in the new set-up

Two Theories

Thus when independence came to India there were two theories about how the new India should reorganise itself. Gandhiji was for the conservation of the village economy, though on a higher level of efficiency. But Nehru, even as far back as 1938, was planning the industrialisation of India, not through free competition but by socialist planning—so that factories would not be built without housing for workers and economic power would not be concentrated in the hands of a few families but controlled by the State. That Nehru's views were adopted was due to the fact that educated public opinion was on his side. But Gandhiji's advocacy of the village yielded the benefit that industry was not built up at the expense of the peasant, as in Russia or China. The Congress Party being based on the vote of the small farmer, has favoured him to the extent of not even raising the land revenue. The financial logic of the Third Plan may however, force a change in this protective policy.

Perhaps we should ask ourselves at this stage how it is that we fell behind the Western countries who accomplished the industrial revolution fifty or more years ago. This happened despite our close contact with Britain and it was usual to blame the British for keeping us at a low level. But the fact was that we were conquered by the British because we had fallen back in the race The British equipped us with roads, railways and the infra-structure of an industrial system. No doubt they overstayed their welcome but it is time the half-truth of the "exploitation" of India in the last century is abandoned.

The real reason for the stagnation of India and China is to be found in the success of the first industrial revolution in which we were the pioneers, together with Egypt and Sumeria. This revolution took place, between 6000-3000 B.C., and its centre in India was the Indus Valley. It was during this period that mankind broke away from its tribal stage and built cities and organised the village system which yielded the surplus on which merchants, priests, officials and warriors could build a civilisation. It was in this period that the art of writing and reading and counting, the art of smelting metals, of pottery and carpentry, of the transport by wheeled vehicles and sailing ships, of the beginnings of international trade were developed. The spinning wheel and the handloom (the first complex machine of civilisation) gave rise to India's pre-eminence in textiles. The solar calendar and the observation of the stars gave rise to astronomy and astrology. The whole system which was stabilised under the great Indian monarchs of the middle ages acquired such tremendous prestige that even after it had been wrecked by war and the Muslim invasions, it stood in the imagination of Indians as the Ram Rajya—the golden age of perfection, from which all later development was a falling off. The Moghuls under Akbar, might have carried us forward in line with the sixteenth century development in Europe if it had not been for the conflict of religion under Aurangazeb which occupied the centre of the stage. The new learning that the Arabs carried to Europe made some impact on India. But generally speaking, it was distrusted just as European science and technology were distrusted by conservatives during the British period.

It is worthwhile to recall the hold that the first revolution had on the minds of Indians because it still remains in the villages. It is not therefore a question of simply introducing new machines but of changing the whole outlook of the people so that they will welcome the new institutions.

Thus education and literature, the press and the radio have perhaps the key role in ushering in the new revolution which still lacks the glamour of the old system, Unless the millions in the villages see the need to give full support to the five-year plans, it will be, difficult to move forward in a short time. The press today largely ignores the problems of the rural areas but it is there that the revolution must take root.

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Getting To Know People Abroad Is Vital For Travel Reportage

Jirina Buresova

ARE preparations before starting a journey altogether neccessary? Naturally; without preliminary preparations we wouldn't get very far; preparations are the safe foundations for work. They intensify the work; concentrate the forces and are always an alleviation to the author.

But what are the preparations before a journey? What do they actually mean? First of all, the gathering of the most varied and most detailed information. This can be gained by getting in touch with people and by literature—People, who have visited the country, about which I intend to write-journalists, tourists, experts of various spheres. And literature:—Books of travel dealing with that country, articles, publications.

Information has thus up to a point made the reporter familiar with the country he intends to visit, although he still regards it with strange eyes. He has filled pages with notes and excerpts and he has now to find a system to sort them out. I have now got the basis of my travelling plan – information. I have to get it clear in my own mind what it is I want to find on my travels: truth and things of interest. If possible, I shall determine the extent of the work before-hand and then I can start on my way.

We shall definitely take our camera; better a miserable snap then nothing at all, an amateur photograph is also a truthful document. We shall not publish it, but it will tell *us* a great deal after our return and will remind us of a great deal, as well as saving time and space in our note-book while on travel. We did not, of course, study the language of the country we are visiting: this would be an un-neccesary waste of strength while preparing for the journey. But one does presume that an educated journalist does know at least some of the world languages: we shall brush up that one, which is most widely spoken in that country.

Means of transportation? This depends of on a number of factors: financial means, the travel plan, the distance of the country of destination. But whether using plane, train, ship, car or whether we combine them all, our work as reporter starts at the moment, when entering any means of transportation.

One can live abroad in various styles. In hotels, taverns, with local inhabitants. The hotel is the height of civilisation, but not always the richest fountain of informations. Its life is standardized a typical as to local specification. Living with local inhabitants, may mean a certain lack of comfort, but it is an excellent source of information and a fountain of the odour of that country.

> Each year an increasing number of our journalists go abroad. It happens, of course, that what they are writing about their travels, does not conform to what they saw or to what they could or should have seen. A journalist, who is travelling must organise his work in such a way as to fulfil his plan and every hour must be used well in the journalistic sense. To this practical aspect of the travel reportage, the authoress has dedicated her article.

And if our reporter is prepared to live anywhere, as he wisely assumes that useful experience is above comfort, the same also applies to food abroad. Let our motto be in this case, too: anything for our readers! In order to be able to eat unusual food, the reporter's stomach must be not only absolutely sound, but also disciplined and unpampered.

Abroad, the art of getting into contact with people is of the utmost importance. One has to be well aware of the different psychology of people one is getting in touch with. And who do we look up in a strange country (usually with the help of guides or translators) as our informers? In short: we must not miss one single opportunity of getting to know people. We are looking for a synthesis: the mosaic consists of many differently coloured little pieces of stone. The contact with people is also a mosaic, and perfect one, for we shall get the most truthful picture only then, if we have the largest possible quantity of little stones at disposal.

Even a tourist, going abroad just to see, feels tired after a time, all the more a reporter who sets out on his travel in order to inform others. The only possibility of conquering one's fatigue is to suppress one's ego as ruthlessly as possible.

All my senses must be in a state of alertness all the time. And I have to be curious, inquisitive. Sensitive: looking at things through the eyes of my future reader. I must try to get to places, where none has been before me. And register something new, different at places which have been described hundreds of times. We should not consider things statically but dynamically and discern forces, that have created the reality and which are still decisively affecting it.

A reporter without his notebook is like a hunter without his gun. The memory cannot keep everything and can be often wrong. It is necessary to make it a habit of writing down detailed notes. Those knowing shorthand are at an advantage. It is a good practice to rewrite all notes jotted down at speed during the day into a larger notebook every night. Not only because of better legibility, but such an all-nightly recapitulation helps to get impressions, events and feeling into systematic order. And then: I do not rewrite mechanically, all sorts of things enter my mind, I gloss.

And after returning home, most of the work has still to be done: to go over the material gathered. We assort, order, weigh our notes from our other books, articles, discussions. And only then do we start writing. While travelling we already attempted to regard things with new eyes, now we try to write in a new way, differently. On no account stock-phrases! Neither do we intend to be original at any price. We must always write clearly. Neither longwinded nor dull. And do not forget the reader wants me to write respon-

(Contd. on Page 27)

Interpretative Reporting Is Inescapable Job Of Washington Correspondent

[The Washington correspondent is not only a recorder of facts and a chronicler of events but also a writer of notes and essays in contemporary history. It is his business to find out what is going on under the surface and beyond the horizon, to infer, to deduce, to imagine and to guess what is going on inside, what this meant yesterday and what it could mean tomorrow. It is no mean calling, modestly puts the greatest of Washington correspondents, septuagenarian Walter Lippmann.]

THE job of a Washington correspondent has changed and developed and grown in my own lifetime, and if I had to sum up in one sentence what has happened, it would be that the Washington correspondent has had to teach himself to be not only a recorder of facts and a chronicler of events but also a writer of notes and essays in contemporary history. Nobody invented or consciously proposed this development of the newspaper business. It has been brought about gradually by trial and error in the course of a generation.

I think that the turning point was the Great Depression of 1929 and the revolutions and the wars which followed it. Long before 1929 there were, of course, signed articles, essays, criticsms, columns of comment in prose and in verse, and expressions of personal opinion. But the modern Washington correspondent—which includes the news analyst and the columnist — is a product of the world-wide Depression, of the social upheaval which followed it, and of the imminence of war during the 1930s.

The unending series of emergencies and crises which followed the economic collapse of 1929 and the wars of our generation have given to what goes on in Washington and in foreign lands an urgent importance. After 1929, the federal government assumed a role in the life of every American and in the destiny of the world which was radically new. The American people were not prepared for this role. The kind of journalism we practice today was born out of the needs of our age — out of the need of our people to make momentous decisions about war and peace, decisions about the world-wide revolutions among the backward peoples, decisions about the consequences of the technological transformation of our own way of life in this country. The generation to which I belong has had to find its way through an uncharted wilderness. There was no book written before 1930, nor has any been written since then, which is a full guide to the world we write about. We have all had to be explorers of a world that was unknown to us and of mighty events which were unforeseen.

The first presidential press conferences I attended were during the Administration of Woodrow Wilson before this country became involved in World War I. These press conferences were so small that they were held in the President's office, with the correspondents standing about three or four deep around his desk. When the conference ended, the President would sit back in his chair, and those who wanted to do so would stay on a bit, asking him to clear up or amplify this or that piece of news.

The little group that stayed on consisted of those who were concerned not with the raw news of announcements and statements in the formal press conference but with explaining and interpreting the news. They were the forerunners of the Washington correspondent today. For, these correspondents and their editors in the homeoffices were coming to realize that raw news as such, except when it has some direct and concrete personal or local significance, is to the newspaper readers, for the most part, indigestible and unintelligible.

It goes without saying that, in a democracy like ours, it is an awful responsiblity to undertake the processing of raw news so as to make it intelligible and to reveal its significance, It is such a great responsibility, it lends itself so easily to all manner of shenanigans that, when I can bear to think about it, I console myself with the thought that we are only the first generation of newspapermen who have been assigned the job of informing a mass audience about a world that is in a period of such great, of such deep, of such rapid, and of such unprecedented change.

The newspaper correspondents of this generation have learned from experience that the old rule of thumb about reporters and editorial writers, about news and comment, oversimplifies the nature of the newspaperman's work in the modern world. The old rule is that reporters collect the news, which consists of facts, and that the editorial page then utters opinions approving or disapproving of these acts.

Before I criticize this rule, I must pay tribute to its enduring importance. It contains what we may call the Bill of Rights of the working newspaperman. It encourages not only the energetic reporting of facts but also the honest search for the truth to which these facts belong. It imposes restraints upon owners and editors. It authorizes resistance — indeed, in honor it calls for resistance — to the contamination of the news by special prejudices and by special interests. It proclaims the corporate opposition of our whole profession to the prostitution of

(See Page 23)

A SPIRITED CRUSADER AND FEARLESS FIGHTER

[Though Joseph Pulitzer is primarily remembered by the awards bearing his name, his imprint on the entire field of journalism in U. S. is no less indelible. By training a corps of crack reporters, by unorthodox display of pictures and news, by forthright backing of sound causes and by providing an inexpensive newspaper to the public, Pulitzer set the pace for dynamic journalism.]

ORVAL HOPKINS
Information Officer,
U. S. I. S., MADRAS.

AN acquaintance of mine, Abe Rosenthal, a former correspondent of the New York *Times* in New Delhi, was awarded the Pulitzer Prize for international reporting recently.

These coveted annual awards in different branches of journalism, literature and music are the legacy of a newspaper publisher who arrived in America in 1864 as a young impoverished immigrant unable to speak English.

Though Joseph Pulitzer is primarily remembered by the awards bearing his name, his imprint on the entire field of journalism in the United is no less indelible.

He has built two of the nations' leading newspapers from scratch and in the process established startling new innovations in the field of news reporting, picture and news display and newspaper editorial and business policy.

He is noted for his leadership in extending mass circulation of large metropolitan dailies and his unswerving conviction that newspapers should be independent of politics, advertisers, or any other outside pressure.

A spirited crusader, Pulitzer fought fearlessly for high ideals and sound principles. He was convinced that a newspaper exists to serve its community with intelligence and integrity. The St. Louis *Post-Dispatch*, one of the newspapers he founded, remains today as a monument to the soundness of his institutions, the skill with which he built, and the enduring value of his beliefs.

The story of Pulitzer is a dramatic example of how a boy with energetic resourcefulness and pertinacity found opportunity to reach his lofty goals.

Upon the death of his father in Hungary, the 17-year-old lad sought a military career in his native land. Rejected in Europe because of an eye defect and frail physique, he arrived in Boston in 1864 and saw some service in the Union Forces during the Civil War

After the conflict he went from one menial job to another until he learned the English language and taught himself law. Meanwhile, Pulitzer had become a reporter in St. Louis in mid-western United States. and thereby stumbled into his life-work.

His first assignment on the *Westliche Post*, that of covering a theft in a bookstore, revealed the potentials of the man. Besides turning in good copy to fill half a column, Pulitzer's probing questions helped catch the theief.

At the close of that first day, he told a friend : "It's been the most wonderful day in my whole life. Imagine them choosing me for such work. Work ? — it's not work at all! I go every where — I see all kinds of people, I ask questions — imagine getting paid for asking questions."

With such a consuming zeal for reporting, Pulitzer went after his stories, digging up extra items in between his regular assignments, so much so the staid porty newspaper was transformed to a lively daily seething with local news. With a burning, headlong, never satisfied pursuit of names, facts and clues for his stories, Pulitzer was at once the object of ridicule and envy among his fellow reporters, who would prefer to gather around in a close and friendly knot and leisurely compare notes. However, it was his stories that set the pace for them all, and also boosted circulation of his paper.

Moving into the rough and tumble of political reporting next, Pulitzer gatecrashed party caucuses and exposed graft and misgovernment.

However, it was when he acquired the *Dispatch* and the *Post*, two decrepit jouruals, that he could put all his newspaper ideals to test.

"We're going to give our readers all the news — they won't get anywhere else" Pulitzer told a reporter on his first day as publisher of the St. Louis *Post-Dispatch*. "But the readers don't want just serious writing. We are going to give them color and drama and excitement, pictures, cartoons — lots of small, odd stories—lots of names in the stories—for instance, here's a clipping, one paragraph, from the *Democrat*. A girl says she met the Devil himself, in a country lane north of the city. The *Democrat* runs a paragraph only because the encounter frightened her so much that she became unconscious. But they've missed it as a story. Of course she didn't really meet any devil, but she thought so It's curiosity; it makes people wonder; makes them laugh, perhaps. I want you to interview her. She's at the Neighbourhood Hospital. Write it with all the emotions she felt. Something scared her enough to make her faint. Get all these other stories" indicating the assignments—"But concentrate on that girl. And I want her words, not yours."

Pulitzer assigned another reporter to get the city tax reports, and as he hoped, these reports turned out to be two columns of real dynamite. He ran the taxes paid by rich men, corporations and businesses on one side and those of workingmen and small businessmen on the other The contrast was indeed shocking. Those in the first column had paid only a fraction of their assessments, whereas the others paid their full dues.

Thus, the *Post-Dispatch* hit the streets that evening for the first time. In a short time, it was completely sold

out, and the editor had to paste up a copy outside for the crowd which gathered in the street to buy his paper.

Mingling among them unnoticed, he heard the comments of the crowd, "I am going to buy a paper for myself." "I want my wife to read this."

The paper was a complete departure from tradition in its presentation of news. The tax story, which no other paper would have touched, was on the front page; next to it was a Samoan hurricane, another column of events of local interest, and another of a fire in Chicago. Besides, the news items were written in simpie easy-to-read style. He ran no editorial, contenting himself with thc belief that the tax story will speak for itself.

The 'Girl Meets Devil' story became a topic of controversy among the readers. Letters came to the editor, explaining it from every angle and Pulitzer promptly printed the letters.

Editorially, and through cartoons, Pulitzer attacked the citadels of gambling and vice in St Louis, put pressure on the city government to clean up streets and put up parks and other amenities. Assassination threats and an attempt on his life by a gambling syndicate man could not get the crusading editor to lay off.

Pulitzer worked like one possessed and set an almost killing pace for the reporter to comb the city he himself lending a hand at rewriting stories if necessary.

The advertisers at first stayed away from *Post-Dispatch*, incensed by its radical policy; however as circulation went up, they couldn't afford to stay away any longer.

Thus was built one of the leading newspapers of St. Louis with complete disregard of the traditional and accepted standards of publishing a newspaper.

Pulitzer's next newspaper challenge was in New York in building the rundown *World* into a powerful metropolitan paper competing for circulation with the very best in the field, such as the *Times*, the *Tribune*, the *Herald*, and the *Sun*.

By training a corps of crack reporters and by unorthodox picture and news display and forthright backing of sound causes, and by providing an inexpensive newspaper to the public, Pulitzer did it again in New York. However, the long year of superhuman effort in behalf of his papers gradually impaired in health. He lost his eyesight at the age of 43. Even so, for over two decades more, until his death, he gave invaluable direction to his newspapers, mostly from aboard a rest ship.

And he remained an innovator to the last. In his Will, besides the prizes, Pulitzer bequeathed funds for a school of journalism at Columbia University. Since it was a completely novel idea, the University hesitated to accept the gift at first. However, today the Columbia School of Journalism is a highly reputed school and another living homage to a great newspaperman.

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INTERPRETATIVE.......

(*Contd. from Page 20*)

the press by political parties, by political, economic, and ideological pressure groups, by social climbers, and by adventurers on the make.

But, while the rule is an indispensable rallying point for maintaining the integrity of the press, the practical application of the rule cannot be carried out in a wooden and literal way. The distinction between reporting and interpreting has to be redefined if it is to fit the conditions of the modern age.

It is all very well to say that a reporter collects the news and that the news consists of facts. The truth is that, in our world' the facts are infinitely many and that no reporter could collect them all, no newspaper could print them all, and nobody could read them all. We have to select *some* facts rather than others, and in doing that we are using not only our legs but our selective judgement of what is interesting or important, or both.

What is more, the relevant facts often exists far away and out of sight of any newspaperman — as does the condition of the military balance of power in the world today. You cannot go and look at the balance of power: you have to deduce it and calculate and appraise it. The relevant facts may occur in places that the reporter cannot visit — Red China — and then the facts have to be inferred and imagined from secondhand reports. The facts may lie in the past. Then they have to be recovered and reconstructed ... as in the the story of how we got into our predicament in Berlin. The facts may lie inside the head of a public man, which, like Mr. Khrushchev's head, is not open toprivate inspection. The facts may lie in the moving tides of mass opinion ... for example, facts about the coming elections ... which are not easy to identify and to measure.

Under these conditions, reporting is no longer what we thought it was in much simpler days. If we tried to print only the facts of what had happened ... who did what and who said what ... the news items would be like the pieces of a jigsaw puzzle thrown in a heap upon the table. The unarranged pieces of raw news would not make a picture at all, and fitting them together so that they do make a picture is the inescapable job of a Washington correspondent.

However, very quickly the analogy of the jigsaw puzzle breaks down.

Indeed, like most analogies, it is rather dangerous. Our job is harder than it appears. In real life there is not, as there is in in every jigsaw puzzle, one picture and one picture only, into which all the pieces will eventually fit. It is the totalitarian mind which thinks that there is one and only one picture. All the various brands of totalitarianism, as violently as they differ among themselves, have this in common. Each holds that it has the key and pattern of history, that it knows the scheme of things, and that all that happens is foreseen and explained in its doctrine.

But, to the liberal mind, this claim, — like any other human claim to omniscience ... is presumptuous and it is false. Nobody knows that much. The future is not predetermined in any book that any man has written. The future is what man will make it; and about the present, in which the future is being prepared, we know something, but not everything, and not nearly enough.

(Contd. on Page 25)

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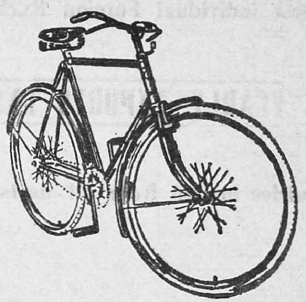

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INTERPRETATIVE ......

(Contd. from Page 23)

Because we are newspapermen in the American liberal tradition, the way we interpret the news is not by fitting the facts to a dogma. It is by proposing theories or hypotheses, which are then tested by trial and error. We put forward the most plausible interpretation we can think of, the most plausible picture into which the raw news fits, and then we wait to see whether the later news fits into the interpreation. We do well if, with only a minor change of the interpretation, the late news fits into it. If the later events do not fit, if the later news knocks down the earlier story, there are two things to be done. One is to scrap the theory and the interpretation, which is what liberal, honest men do. The other is to distort or suppress the unmanageable piece of news.

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Last summer, while walking in the woods and on the mountains near where I live, I found myself daydreaming about how I would answer, about how I would explain and justify the business of being opinionated and of airing opinions regularly several times a week.

"Is it not absurd," I heard the critic saying, "that anyone should think he knows enough to write so much about so many things? You write about foreign policy. Do you see the cables which pour into the State Department every day from all parts of the world? Do you attend the staff meetings of the Secretary of State and his advisers? Are you a member of the National Security Council? And what about all those other countries which you write about? Do you have the run of 10 Downing Street, and how do you listen in on the deliberations of the Presidium in the Kremlin? Why don't you admit that you are an outsider and that you are, therefore, by definition, an ignoramus?

"How, then, do you presume to interpret, much less to criticize and to disagree with, the policy of your own government or any other government.

"And, in internal affairs, are you really much better qualified to pontificate? No doubt there are fewer secrets here, and almost all politicians can be talked to. They can be asked the most embarrassing questions. And they will answer with varying degrees of candor and of guile. But, if there are not so many secrets, you must admit that there are many mysteries. The greatest of all the mysteries is what the voters think, feel, and want today, what they will think and feel and want on election day, and what they can be induced to think and feel and want by argument, by exhortation, by threats and promises, and by the arts of manipulation and leadership."

Yet, formidable as it is, in my daydream I have no trouble getting the better of this critictism. "And you, my dear fellow." I tell the critic, "you be careful. If you go on, you will be showing how ridiculous it is that we live in a republic under a democratic system and that anyone should be allowed to vote. You will be denouncing the principle of democracy itself, which asserts that the outsiders shall be sovereign over the insiders. For you will be showing that the people, since they are ignoramuses, because they are outsiders, are therefore incapable of governing themselves.

"What is more, you will be proving that not even the insiders are qualified to govern them intelligently. For there are very few men ... perhaps forty at a maximum · who read, or at least are eligible to read, all the cables that pour into the State Department. And then, when you think about it, how many senators, representatives, governors, and mayors ... all of whom have very strong opinions about who should conduct our effairs .... ever read these cables which you are talking about?

"Do you not realize that, about most of the affairs of the world, we are all outsiders and ignoramuses, even the insiders who are at the seat of government? The Secretary of State is allowed to read every American document he is interested in. But how many of them does he read? Even if he reads the American documents, he cannot read the British and the Canadian, the French and the German, the Chinese and the Russian. Yet he has to make decisions in which the stakes may well be peace or war. And about these decisions, the Congress, which reads very few documents, has to make decisions too."

Thus, in my daydream, I reduce the needler to a condition of sufficent humility about the universal ignorance of mankind. Then I turn upon him and with suitable eloquence declaim an apology for the existence of the Washington correspondent.

"If the country is to be governed with the consent of the governed, then the governed must arrive at opinions about what their governors want them to consent to. How do they do this?

"They do it by hearing on the radio and reading in the newspapers, what the corps of correspondents tell them is going on in Washington, and in the country at large, and in the world. Here, we correspondents perform an essential service. In some field of interest, we make it our business to find out what is going on under the surface and beyond the horizon, to infer, to deduce, to imagine, and to guess what is going on inside, what this meant yesterday, and what it could mean tomorrow.

"In this we do what every sovereign citizen is supposed to do but has not the time or the interest to do for himself. This is our job. It is no mean calling. We have a right to be proud of it and to be glad that it is our work."

Libel Action Against "DAILY HERALD"

ODHAMS Press, Limited, publishers of the Daily Herald undertook in the High Court here today to apologise and pay damage to Sir Roy Welensky, Prime Minister of the Federation of Rhodesia and Nyasaland, about an article in the newspaper. They also undertook to indemnify him in respect of costs. The libel action was brought by Sir Roy.

Mr. Helenus Milmo, Sir Roy's Counsel, said that the article was published on March 4, 1959. It contained statement to the effect that Sir Roy had treated the Governors of Northern Rhodesia and Nyasaland like office boys; that he had overridden the Governor of Nyasland in forcing a state of emergency; that he had arrested African leaders and so started riots which ended in killing by the police and that it was his policy to smash the Africans into subjection to the white settlers.

Counsel said that Sir Roy took the gravest exception to those statements, which were entirely without foundation and which seriously reflected on his sincerity in carrying out the intention of himself and his Government to create conditions in which partnership between the European and African races would eventually be achieved as contemplated in the Federation's constitution.

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Industrial Journal Should Bridge Employer-Employee Gap Through Honest Persuasion

INDUSTRIAL editors in India face a twofold task -- that of making the company publication an effective medium of communication between management and labour; and that of contributing to greater productivity and industrial peace through educating the workers on their duties and responsibilities.

This was the challenge taken back to their jobs by 40 industrial editors from all parts of India after attending a ten-day (May 9-19) seminar on Industrial Journalism in Bombay conducted by three eminent American editors, Mr. R. S. Gillespie, Mr. James R. Douglas and Miss Mina Sennot.

Mr. Gillespie is the president of the International • Council of Industrial Editors (ICIE) and editor of *Sandia Corporation Lab News* for Sandia Corporation, Sandia, New Mexico, a subsidiary of the Western Electric Company, Mr. Douglas is vice-president of ICIE and Employee Information and Community Relations Manager of the Boeing Airplane Company, Seattle, Washington; and Miss Sennott is vice-president of ICIE and editor of *Bemistory*, employee publication of the Bemis Brother Bag Company of St. Louis, Missouri.

The seminar, the first of its kind to be held in India, was also attended by 34 other participants from all parts of the country, including students and faculty members from journalism colleges in Nagpur and Mysore.

Sponsored jointly by the Indian Association of Industrial Editors (IAIE) and the U.S. Infomation service, the seminar was tied in with the Second Convention of the IAIE. (The IAIE was formed nearly three years ago with a view to working for the betterment of all kinds of company publications and to providing facilities for the regular exchange of experience and ideas among indusrtial editors from all parts of India.)

The expenses for the entire trip of all three American lecturers were borne by their respective firms. Their participation was arranged by Mr. Manning Hawthorne, Cultural Affairs Officer of the U.S. Information Service in Bombay, himself an industrial editor for over a decade before joining USIS. Mr. Hawthorne also participated in the seminar discussions.

The seminar and convention were inaugurated by Mr. S L. Silam, Speaker of the Maharashtra Legislative Assembly. Stressing the role of industrial journalism in harmonious labour-management relations and greater productivity, Mr. Silam said a company publication, or "house organ," is no longer a luxury but a necessity. He advocated the starting of more house organs both in the private and public sectors of India, saying they could play an important role in accelearting industrialization. Such journals Mr. Silam said, wil help maintain industrial peace and encourge efficiency, resulting in increased production.

Mr. Victor Paranjoti, president of IAIE, in welcoming Mr. Silam and the American editors, said there are nearly 200 company publications in India, and the number is increasing every year. Employee publications include both the newspaper and the magazine type, he said.

Addressing the seminar, Mr. Gillespie stressed the importance of creating in the employee a sense of belonging, especially in large companies. "A house organ must be so direct as to give any employee the feeling of working with rather than for the company," he said.

The company publication, Mr. Gillespie continued, is a medium to provide detailed information on the problems and needs of the organization which cannot be provided by individual supervisors. It should also aim at building individual pride in and identification with organization and improving the employee's understanding of his role and function within the organization. It should provide complete and full coverage of plant and company matters important to employees and enlist their aid in improving the organization's efficiency.

The job of the industrial editor, Mr. Douglas said, consists of persuading his readers, whether they be employees, customers, or dealers, about the soundness of the intentions, policies and products of his company. "Honest persuasion is today's new demension in industrial editing," he said. "It is an absolute prerequisite for good employee relations." Discounting the idea that conflict, of necessity, is bad and that harmony is always good, Mr. Douglas said: "In a free society the conflict of ideas and interests between labour and management is inevitable, and it is the job of the industrial editor to bridge the gap through persuasive communication."

The purpose of a house organ, Miss Sennott said, "is to build confidence in the company; to keep employees or other target groups informed about policies, plans and progress; to recognize individual and group achievement: to promote the company's product or servi,ce to interpret business trends and conditions affecting the company; and to create among employees a sense of partnership and belonging to the group." This could be achieved, she said, through good judgement in choice of material and through well-balanced presentation of text and illustration, news and features, company interest, length and brevity of items, and serious and humorous stories.

"The plain truth is that the company publication has to capture reader interest and cannot afford to be dull, inaccurate or amateurish," Miss Sennott said.

GETTING TO KNOW......

(Contd. from Page 19)

sibly and truthfully. In regard to style: it becomes untrue, as soon as it does not conform to the contents. And the contents: everything that I have gathered with my senses, reason and logic, all is true. But then: I cannot squeeze all this truth into my reportages and therefore. I shall have to typify.

To form or not to form judgement? A modern reporter is not just an observer, he also appraises. He expresses his own opinion – on economy, politics, civilisation, on culture generally and so on anything he describes. A reporter is more than a mere recorder of facts. A progressive reporter is a political worker and it is his duty to arrive at conclusions and to express opinion...

And finally making up our minds for our future work: we shall be even more industrious, honest and disciplined. We must never succumb to self-satisfaction, the most dangerous of all enemies. While we shall retain love to our journalistic profession and a good measure of modesty we shall always forge ahead.

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LEARNING THE HARD WAY

"LOUD THINKER"

IF I am asked what I think of the profession of journalism, honestly I do not know. I do not belong to the older generation of the fraternity. I mean those who chew the cud of their youthful days of reporting when space in newspapers was as expansive as outer space, in which the Russian Sputniks are orbiting now.

I do not belong to that group to sing in chorus that standards have woefully fallen. Nor do I belong to the infant generation in the field, who sneeringly mock at the achievements of the veterans as the noise of empty vessels, compared to their own initiative and manner of presentation.

Sometimes I turn my thoughts inwards. The picture I see, of myself, is not flattering. Am I a success as a journalist and have I made any mark in the profession? That is one great query a newspaperman ought not to ask of himself.

Now that I have made some heart-searching, I admit I am a failure. I can blame none but my school teacher for it. He put into my young head certain principles of good writing which I find of no use in my profession. The first one was precision in thinking and compactness of expression. I am reminded of an incident in school. I was asked to write in my composition class an account of an accident. Luckily for me, the news sheet in which I had rolled my afternoon tiffin contained a long report of a major accident. I memorised it during the luncheon interval and reproduced it verbatim. I did not get even a pass mark! I am sure the reporter who covered the accident should have got a pat on his back from readers (not surely from his colleagues) for the excellent story, excellent probably as a piece of journalistic work and not as a piece of good writing. For, what I got was clouts on my head for looseness of construction and delightful vagueness about the description of the accident itself. This is only an example to show that all the mental equipment I had acquired in the school and college have failed me in my career.

A journalist's world is topsy-turvy The first lesson a journalist learns is what makes news—a dog biting a man or a man biting a dog. For a true journalist there is no news in a dog biting a man. On the other hand when a man bites a dog, the whole neighbourhood would run away in scare taking the man for a lunatic. But the journalist would rush with his camera and expose a full roll to film the various stages of the struggle between the man and the animal. If the man is not really a lunatic the newsman would even get an exclusive interview.

Peculiar make-up

The mental make-up of a journalist is somewhat peculiar. What shocks the common run of men thrills him to excitement and even joy. It was one of those dreary nights. It looked as if the whole world was still. No news was breaking, We were in low spirits as the gaping columns of the newspaper threatened to devour us if we did not fill their belly with news. The "batch leader" was wringing his hands. All on a sudden, he screamed with joy. "Oh! We have got a seven-column streamer news.", he said and after a couple of minutes of suspense, read the news: "A violent earth-quake rocked the town of A and at least 3000 inhabitants are feared to have entered the bowels of the crater...... "

Normally this disaster must have given us a violent shock. But we are newsmen first and human beings only next. What an opportunity to show our skill in displaying news! One of us rushed to the library to collect statistics of previous earthquakes to add "colour" to the news. Not a streak of sorrow crossed our foreheads all the time; we worked with a missionary zeal to fill the columns with the news of the disaster. That is the pride of the journalist.

Here is just another aspect of the journalist's make-up. Imagine for a moment peace really descending on this tiny world of ours. Will a journalist honestly like it? If there is no "talk" about peace or disarmament in the world body—U.N.O.—or national legislatures what will the poor journalist write about? Surely he cannot always fill the pages with accounts of flower shows or cattle shows. For him there is no charm in a calm—unless it be a calm after a storm, or a lull before a storm.

I am afraid I am getting too critical—or is it that I am exposing my tribe too much? That is why I said a journalist ought not to think, much less by himself. He is quite good when he allows others to think and merely puts those thoughts in a heap of words. That is an art he learns not in the school or the college, but, as he himself puts it egotistically, by the hard way.

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Czech Children's Press Helped In Fight For Social Justice

The origin of the Czech children's press is determined by the needs of the former governing classes, which needed to inform and mainly to direct the chidren's minds for their purposes. The majority of children's journals conformed to this intention during the rule of the bourgeoisie. Only a few journals did not conform to this rule, and they were directed by revivalist and later by progressive pedagogues and artists. Not until the proletariat began its decisive fight for power in the Czech Lands, a certain number of children's journals appear in defence of the interest of proletarian children, helping the working class in educating the yonng proletarian generation.

The first Czech children's journal was "Vcelka" (The Bee) published by the revivalist teacher Jan Slunicko in 1850–1856. It ceased because of lack of interest of the governing class, as it did not answer its demands. Soon the bourgeoisie, and in Austria the governing clergy, found more willing assistants. The study deals in greater detail with the unfortunate influence of the clerical journal "Andel strazny" ("Guardian Angel"), which supported by the clergy, appeared in the eighties of last century right until 1947 and spread obscurantism and religious prejudices. Another important assistant to the bourgeoisie was the journal "Mlady ctenar" ("Young Reader") which was not of the clerical brand, but conformed to the petitbourgeois spirit of education. Apart from these two most typical and most widely read journals, many others were published in the Czech Lands, journals of less importance, which rarely had a reasonable literary and graphic standard, while their educational influence remained within the bounds of bourgeois pedagogy. Boy-scout journals of a later date exercised a bad influence too, as under the cloak of adventure end life in nature, they led the child reader away from the hard facts of class struggle. Against all these journals helping the bourgeoisie, there were only two journal opposing there, In the years before the outbreak of the first world war, it was the social democrat journal "Jaro" ("Spring"), which already under Austria fought with great courage against clericalism. It was directed by the poet Antonin Macek, who later became editor of the "Rude Pravo" and among its contributers were the most outstanding representatives of Czhch literature and art of that time, as for instance Mikolas Ales, Adelf Kaspar, who among other things were also well-known illustrators of Alois Jirasek and Bozena Nemcova. "Jaro" ceased to be published at the outbreak of the first world war, as its editors did not want to serve the Austro-Hungarian Monarchy; before that it had been for several years persecuted by the Austrian authorities for its open progressiveness. After the first world war, it was the journal "Kohoutek" ("The Cock"), edited directely by the Czechoslovak Communist Party since 1922 for proletarian children and whose editor was one of the founders of the party and later second working-class president, Antonin Zapotecky. "Kohoutek" was a real organiser of prolterian children in their fight and intheir fathers fight for social justice, for the victory of the working class. He taught them to love the Soviet Union, international working class solidarity and how to fight the bourgeoisie. It was, therefore, right from the start persecuted by censorship, by prohibitions to appear for a certain period, it was forbidden to be distributed at school—and in 1932 it was suppressed altogether. Its function was taken over by the Children's Corners of the "Rude Pravo" and the remainder of the Communist press. Among contributors to "Kohoutek" were well-known progressive writers, for instance, Marie Majerova, Josef Hora, Helena Malirova etc.

At present children's newspapers and journals in Czechoslovakia. which unlike previous times have a considerable circulation (more than 20 million copies yearly) are consciouly carrying on the tradition laid down by these two progressive children's journals, its direct predecessors.

—…o…—

BRAIN, OR BRAWN?

In his swan-song column in Tuesday's *News Chronicle* James Cameron declared "Today we (the journalists) spend our time in the shadows, reaching on occasions the rare heights of mediocre. It looks, perhaps easier than it is."

Cameron writes like an angel. The Chronicle will be the poorer without him.

Yet what is being done to develop potential Camerons? If only the proprietors would realise it, journalists of his calibre can be as valuable to them as their advertisement directors! Or have I said something wrong?

A lot of valuable and necessary effort is devoted to the task of getting advertising. The results are excellent. But have'nt we reached the point where too much emphasis is being put on to the advertising side and not enough on news and reader service?

I shall stick to my view that, in the long run, a publication's success must spring from editorial enterprise, editorial efficiency. It cannot be supported by advertising skill alone.

The type of story that will sell newspapers—and go on selling them—was the exclusive in Tuesdays' *Daily Mail* (June 28) about the missing boy and the art master, a story uncovered by one of their reporters in Germany.

It was a real, old-fashioned, classic scoop. The *Mail* has no cause to worry if it can produce stories of this kind even once a month.

—*Backbencher II W.P.N.*

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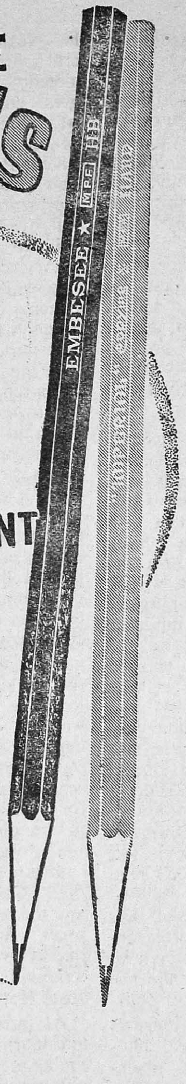

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Manchester Ruling on:

"TIMES" COVERAGE OF MURDER TRIAL IN ZURICH

MR. Justice Pearson held in the High Court yesterday the privilege applied to a fair and accurate report of foreign judicial proceedings, provided that the subject-matter of the report was of legitimate and proper public interest in Britain and not merely for "idle curiosity or desire for gossip."

He was giving judgment in favour of the defendants on a preliminary point of law arising out of an action brought by Mrs. Cynthia Webb, St. Matthe's Avenue, Surbiton, Surrey, against The Times Publishing Company, Ltd.

Mrs. Webb, a widow and formerly the wife of Donald Hume, claimed that she was libelled by a report in the "Times" of a statement made by Hume when he was on trial before a Swiss court in 1959. For the purposes of the present hearing it was agreed that the report was fair and accurate.

The Judge held that the report was of legitimate and proper public interest and the report of the particular statement of which complaint was made was germane to the issue.

The Judge continued that in the "Times" of September 25, 1959, defendants published the words of which complaint was made. Hume was on trial before a court in Zurich, charged with murder, attempted murder, and armed robbery in Switzerland. In answer to an interrogation by the Judge in Zurich. Hume said according to the report, that he had robbed the Midland Bank at Brentford and admitted killing Stanley Setty out of jealousy. The report added that the Swiss Judge asked Hume if he was married and had a chiid to which he replied: "Yes but it was not mine. The father was Stanley Setty."

The plaintiff complained that meant she had committed adultery and implied that she had committed perjury when she had given evidence at the Central Criminal Court Immediately following the statement complained of the "Times" published, under a heading "Former Wife's Denial" Mrs. Webb's statement that it was completely untrue. Her statement went on to say that her marriage to Hume was dissolved in 1951 on the grounds of cruelty, and he was the father of her child.

"Blanket" Privilege

Mr. Justiee Pearson said the defendants had contended for a common-law qualified privilege of a general, comprehensive character, whatever the subject matter of the report might be and that had been conveniently termed a "blanket" privilege. They agreed this would not necessarily cover all Courts in foreign countries, but might be limited to Western European Courts or in some other class which would include Switzerland. They also had a secondary contention that there was qualified privilege for this report of this foreign judicial proceeding. Surprisingly, there was on decision of an English Court on the questions arising for decision.

The Judge continued that five reasons had been advanced why privilege should apply to reports of judicial proceedings. The first was that because court proceedings were open to the public it followed that reports of them should be freely permited. That was not however readily transferrable to reports of foreign proceedings. If an English tourist were allowed to enter a Swiss eourt and listen to the proceedings he would probably understand little of what was going on.

The second reason was that it had been said in a case in 1865 that comment son court proceedings were privileged because the administration of justice concerned everyone and it was as well that the conduct of a judge or jury should, if necessary, be brought to the bar of public opinion like all other matters of public concern.

That reason was not transferable to foreign judicial proceedings. The conduct of judges or juries in Switzerland could not usefully be brought to the bar of public opinion in England, where the public had no concern with it.

The third reason was the education of the public with regard to the administration of justice. This had little force in relation to foreign proceedings for the average British citizen was unlikely to encounter Swiss law in any way.

The fourth reason was that even the persons affected might well be

(See Page 35)

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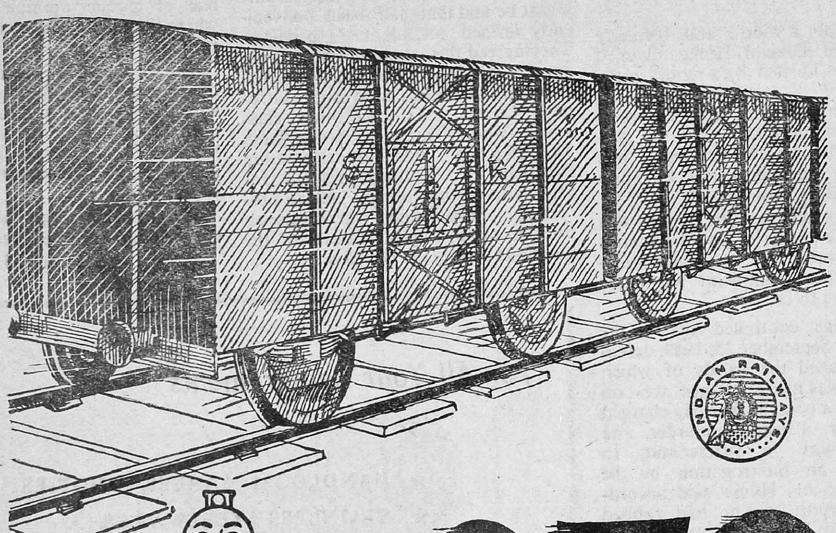

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better off with fair and accurate reports than if rumours were circulating. That reason, said the Judge, had much less force in relation to foreign judicial proceedings than to those in England and as the rumours would have to travel.

The fifth reason—which the Judge described as the most important—balanced the advantages to the public of the reporting of judicial proceedings against the detriment to individuals of being incidentally deframed. "It is at this point that the sum total of the differences between English and foreign judicial proceeding becomes crucial and decisive," Mr. Justice Pearson said.

"In carrying out the balancing operation due regard should be had to the interests of individuals who may be incidentally defamed in a report of a judicial proceeding," the Judge said In criminal trials in some countries, the accused was questioned about his past life and previous convictions, as had happened in this case, and that procedure considerably extended the risk of incidental defamation of third parties.

NO BLANKET PRIVILEGE

Limiting the "blanket"

Mr. Justice Pearson decided there was no qualified privilege of a general or "blanket" character for fair and accurate reports of judicial proceedings in every foreign country. It was said that a "blanket" privilege might be limited to some class of courts. A geographical limitation was impracticable and he had been readily convinced it would be impracticable and perhaps, not in accordance with international comity, for the Courts of this country to embark upon the inquiry as to whether a foreign trial was genuine.

In his judgment, the defendant's primary contention that there was a "blanket" privilege for fair and accurate reports failed but that did not dispose of the matter. If it was in the public interest that some foreign judicial proceeding should be reported in English newspapers, then they ought to have qualified privilege.

There was undoubtedly a need for an appropriate subject matter which must be of interest to the English newspaper-reading public. "One has to look for a legitimate and proper interest as contrasted with an interest which is due to idle curiousity or a desire for gossip," the Judge continued. "There is not necessarily anything wrong in a newspaper publishing a report which appeals only to idle curiosity or a desire for gossip but if they do so there is not in that subject matter any such proper interest which is necessary to attract privilege for any incidental defamation which may be involved."

A report of a decision of the United State Supreme Court on an important question of commercial law was of legitimate and proper interest but a report of a judicial proceeding wholly concerned with an alleged scandalous affair between Mrs. X and Mr. Y was unlikely to be of legitimate interest.

Hume's "confession"

Mr. Justice Pearson said a report of foreign judical proceeding might throw light on the administration of justice in England and that was so in the present case. The report in the "Times" not only showed a British subject in a Swiss Court, but it purported to show that Hume confessed to the murder of Setty, of which he had been found not guilty by an English Court, and also that he had confessed to a series of recent offences in England for which he was wanted by the police.

As the administration of justice in England was a matter of proper and legitimate interest for English readers so also was this report. In general, therefore, the report was privileged.

The Judge added that one point remained. Were the particular words of which complaint was made extraneous and not germane to the issue? "The confession was that Hume admitted killing Setty 'out of jealousy.' The statement that Setty was the father of the child was the explanation of the jealousy. It may not have been a true explanation and the motive many not have been as said but that was the explaination given. It was not extraneous, but germane to the issue and was covered by privilege."

Days of Drunken.....

(Contd. from Page 5)

are reporters who have foregone positions of affluence for a life of journalism.

The glamour aspect of recorting may be fading Recennt studies have it that college students of superior ability have decided against careers in newspaper reporting and have gone instead into public relations, television and advertising. Others have abandoned the communications and opinion field and have gone into entirely unrelated professions. This trend (if it is a trend) is of concern to editors and publishers, who see in it the siphoning off of brilliance. leaving lesser talents to newspapers However, the relative popularity of professions changes quickly.

"...too valuable ... to waste."

Partly in recognition of the need to retain an able and devoted corps of reporting, the proprietors of newspapers have, often under the pressure of union activity, increased the wages and generally bettered the working conditions of reporters. For example, in Washington the minimum wage for a fully experienced reporter ranges on different newspapers from $ 134 (Rs. 670) to $ 160 (Rs. 800) for a 40 hour work. By comparison, printers get $ 123 50 (Rs. 617.50) for a 35 hour week. It should be noted that the reporter scale is a minimum, with many reporters exceeding it considerably. The printer wage minimum tends to be the maximum. In smaller cities both reporter and blue-collar worker salaries are considerably lower.

Various fringe benefits such as two - tofour - week vacations, profit sharing, savings plans, educational scholarships, and similar inducements are now prevalent. Reporters are given the opportunity to join and attend the meetings of professional societies.

The day of the reporter as a mere hack is over His talents are too valuable for management to waste. His efforts are appreciated by his colleagues and his readers. Generally, he is held entitled to the respect of the society which he serves, and he is proving more and more to be entitled to that respect.

LIBRARIES........

(from page 8)

The staff of a newspaper library are not there simply to collect and produce facts, although they do both of these things. They assist the staff by suggesting likely sources of material, possible lines of inquiry, and by adducing or suggesting material which mao be relevant to the subject which the writer is handling, but of which he was previously unaware.

Reduces Inaccuracy

A newspaper library cannot be run on lines quite so rigid as that of the average library. It is, of course, desirable to keep a record of every batch of cuttings borrowed by members of the staff, but in the rush of work this is not always feasible. A reporter may stuff a batch hurriedly into his pocket (a heinous crime in the eyes of a librarian) as he dashes offton a story, "mugging up" relevant facts as he travels in his taxi or train or aircraft. A detailed register of enquiries made and material loaned is less important than the newspaper's main function, which is to print news and give background to world affairs- News has a habit of breaking suddenly, and the newspaper librarian must expect to be harried, hurried and harassed.

As a newspaperman, I have used the libraries of many national newspapers. I have found all of them excellent. I remember my surprise, once, when writing of Rasputin, to find delivered on my desk a complete dossier of contemporary accounts of that strange man, even to contemporary photographs of him. It is all taken for granted, and a newspaper librarian must not look for thanks; everybody is too busy doing his job. Sometimes the valuable cuttings are not returned, and the librarian, muttering his views on journalists under his breath, invades the deserted editorial offices to retrieve his records.

It is this sort of care which reduces inaccuracy in newspapers to the human minimum. An average edition of "The Times" contains about 150,000 words, including advertisements, all of them prepared and assembled within 24 hours.

At the B. B. C.

The British Broadcasting Corporation, which puts out daily programmes on both radio and television on every imaginable topic, has a reference library of its own. Apart from a cuttings collection, the Overseas Services of the B. B. C. in London have their own reference section, as they are in a separate building, and the staff, clearly, could not make a journey to Broadcasting House every time they want to know something. The News Information Research Unit also maintains a comprehensive collection of of cuttings on matters of topical interest; these are not cut only from newspapers, put from periodicals and specialist journals as well. They provide valuable background to newscasters, commentators, broadcasters and producers.

It should not be thought that only national newspapers in Britain maintain reference libraries. Almost all provincial newspapers have them too, and many magazines and periodicals collect material along similar lines, although often with regard to their more limited or specialised interests.

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Radio and T. V. will not Diminish Influence of Press:

UNESCO FINDING

THE report stated that an opinion held by editors was that daily newspapers of the future will devote less space than they do at present to entertainment, which radio and television were better equipped to provide and more to the interpretation of events and development. It added: "For periodicals, prospects of development appear to be similar, if current trends in major Western countries are any criterion. In such countries the "general interest" magazines which have responded successfully to the challenge of radio and television are those which have changed their content drastically and for the better.

"Their present policy is to publish less purely entertainment material and more specialised, informative features which the newer media cannot or will not provide. Largest gains in circulation have, meanwhile, been made by magazines catering for women and young people, literary and political periodicals and "quality" monthlies. Specialised magazines—farming, industrial, professional and so on—have become even more specialised and dropped extraneous material.

"It therefore appears that contrary to the fears expressed not many years ago, the competition of the newer media will not diminish the position of the Press in society but stimulate it to raise its standards and, in so doing, to gain a wider, if more selective and critical audience."

The study has also shown that today some 8,000 daily newspapers with a total circulation of 253 million copies are published throughout the world. They range from small rural publications, comprising the great majority of world's journals to large mass-circul-the ation dailies published in the great cities. In addition' there are some 22,000 newspapers which appear several times a week and have a total circulation of 200 million and also more than 80,000 weekly newspapers and periodicals whose circulation has not been estimated.

As in the case of other media of mass communication the report has pointed out, press facilities are inequitably shared by continents and Countries. The Continents where most of the less developed countries are located and which contain over 60 per cent of the world's population, command only 25 per cent of total daily newspaper circulation. (Africa 1 per cent; South America 4 per cent; Asia 20 per cent) In contrast, Europe enjoys as much as 38 per cent of total circulation, North America 26 per cent, U. S. S. R. 9 per cent, and Oceania, with only 1/15th of Africa's population, 2 per cent.

"Less spot news and more background; less superficiality and more reporting in depth." That may well be the formula for successful editing in the years to come", according to a UNESCO report on a recent study made by it of international relations and exchanges in the fields of education, science and culture.

The result is that while distribution of daily newspapers in some of the advanced countries ranged from 35 to 60 copies per 100 persons, the level in the less developed areas is less then five copies per 100 inhabitants.

The report has stated that for news of more than purely local interest daily and weekly newspapers depend very largely on the services provided by the world news agencies concentrated in four national groups serve as many as 144 states and territories, which together contain 98.7 percent of the

(See page 44)

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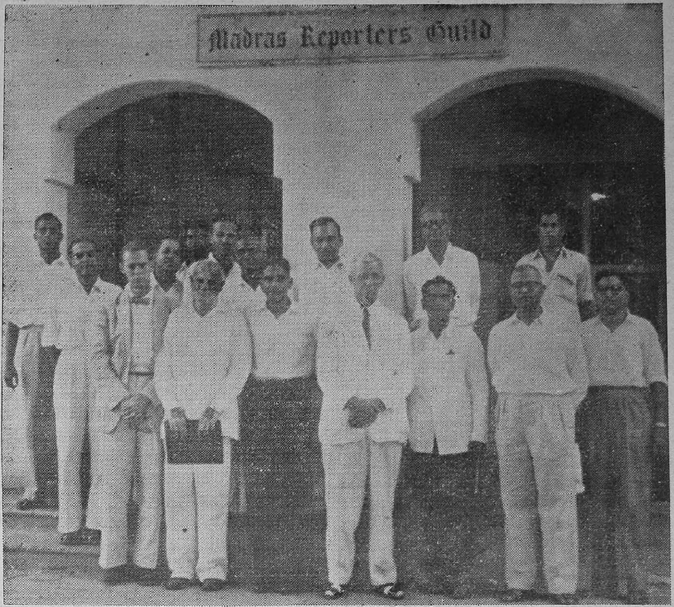


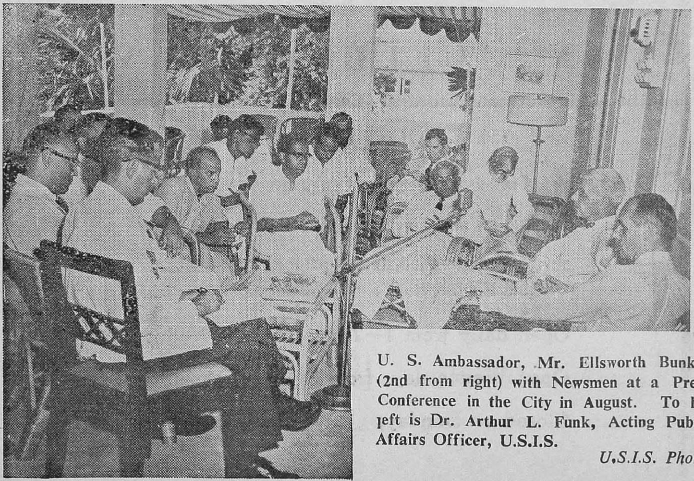
Dr. Thomas W. Simons, and Mr. Orval B. Hopkins with Members of the Guild.
Photo—All India Press Photo Agency.

Dr. THOMAS W. SIMONS, U. S. Consul-General in Madras, and *Mr. Orval B. HOPKINS*, Information Officer. United States Information Service, were the chief guests at the Guild's get-together party on July 9 at the Guild Premises.

Mr. R. Narasimhan, (The Hindu) who presided, welcomed the guests and referred to the growing bonds of friendship between India and America and the efforts of Dr. Simons and his assistants in the U. S. Consulate-General' to promote and foster this good understanding.

Dr. Simons was happy to be able to meet so many newsmen and to exchange with them, in an informal manner, views about internal and international problems. The United States, he said, was firm in its policy to continue the path of friendly negotiations to end world tensions and to establish peace through friendship. He was sure that with greater understanding and co-operation among democratic countries. it would be possible to remove all causes of distrust and suspicion and to ensure peace and prosperity for the millions living in under-developed countries. Newsmen, he said, had a vital role to play in interpreting properly the events at this critical juncture, to help achieve this end.

Both Dr. Simons and Mr. Hopkins spent over an hour answering questions by members of the Gulld. Mr. S. Ramanathan ("The Mail") Secretary, thanked Dr. Simons and Mr. Hopkins for their visit and the frank and informal discussion.



U. S. Ambassador, Mr. Ellsworth Bunker (2nd from right) with Newsmen at a Press Conference in the City in August. To his left is Dr. Arthur L. Funk, Acting Public Affairs Officer, U.S.I.S.
U.S.I.S. Photo.

Pressmen too . . .

(*Contd. from page 4*)

though he kept a tight control of himself. He stood up peremptorily saluted the Dewan and said he would take leave of him. The Dewan, an elderly person, was not to be beaten either, for standing up he extended his hand and shook hands with the Correspondent. The latter can never forget that fine gesture of the elder person, who was already even in those days widely respected by many of the country's leaders.

Just stood erect......

How often have old timers had to exercise all their ingenuity and wit in days past, under foreign rule, when it was thought that the press – especially the Indian section – had no rights at all to get information. Scores of journalists of those days, belonging to the reporting faction, had literally to scramble for news, There was no use your babbling that you were a pressman and cringing before the myrmidons of the bureaucracy. One just stood erect, and walked stiffly through There were reporters who sauntered past slowly with hat glued all the time to the head, never saluted anyone, and just asked the necessary questions. This last procedure had to be adopted with louts and positively discourteous persons and there were quite a number of them those days, who were just underlings in offices, For, every reporter knows that the top man is politeness personified, but his door - keeper does not know the meaning of that word.

There have been newspapers too, in which deserving men have been overlooked often, and newcomers who are sombody's favourites brought in to lord it over them,and thus one or two seniors have lost the chance to be come Chief Reporters.

I can very well recall the case of a young reporter who one day found that a rank junior whom he, himself, had trained, had been given a higher increment. He had just got married, but he did not even think about that, but burning with indignation, he refused to take his new pay, due then. The Chief Reporter got alarmed, talked with the proprietor, and matters were set right, and he got one rupee more by way of increment than the latter entrant.

Then, there was the memorable day when a big bank was opening its Madras Branch, attended with great ballyhoo, with an elder statesman declaring it open. Here, it was not the reporter who was burning with anger, but his boss. And rightly so, for the advertising agency which was in *de facto* control at the celebrations had not given any advertisement at all to his paper, though a rival paper and another evening paper had been given big advertisments. On the advice of the boss, the reporter who covered the function contacted the big shot behind the opening of the branch of the bank and asked him point blank if there was any advertisement. The big shot said, he would give his own advertisement the next day, and the reporter need not give a report. The next day, there was no report at all; the day after that, 48 hours late, the report of the function came in a two column advertisement. But the advertisement representative hit the roof the next day, and tried to be rough with the reporter concerned, but the latter, just smiled his way through with a few placatory words. But, the lesson was well rammed home.

The old saying is, one must have proper pride. A much wider term in reality, but still it includes in its comprehensive sweep, anger, pride in one's own abilities, and the like. Without these, no one, least of all a reporter, can get along.

If you fail to be angry at the right time, you become a doormat. Be angry—of course, at the right time... and you will be highly successful and greatly respected by others

The key to the whole riddle is of course to know when exactly it is right to throw off steam- And that is another story.

Meanwhile, I hear the roar of the Minotaur, the editor, coming out for my scalp! And I scoot!

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PERSONALIA

Messers R. Krishnaswami (The Hindu) S. Ramanathan (The Mail)

Anantharaman (The Indian Express Correspondent at Trivandrum) and K. Narayanachari (Staff Photographer, The Hindu) covered the three-day tour of President RAJENDRA PRASAD in Coimbatore, Mettur, Salem and Vellore from August 10 to 12.

Mr. K. G. Ganapathy (P.T.I., Madras) joined the Party at Mettur-Salem.

Mr. P. D. P. Rao, Cameraman, Films Division, Government of India, filmed the President's ten-day visit to Madras State.

Mr. T. D. Parthasarathy, Sports Reporter (The Hindu) flew to Rome to cover the 1960 Olympics for the "The Hindu."

Mr. P. B. Loganathan, Chief Sub-Editor, "The Mail", left by Air for Calcutta on August 8, enroute to Honolulu, where he will attend a Seminar on Journalism. Mr. Loganathan is on a 4 month visit to the U. S. A., at the invitation of the U. S. Government. The Editorial Staff of "The Mail", gave a party to Mr. Loganathan on the eve of his departure.

Mr. K. Madhavan Nair, Chief Reporter, The Mail, was flown to Ernakulam for an on-the-spot coverage of the repercussions following the Palai Bank closure.

Mr. S. A. Govindarajan, Asst. Editor, The Hindu, flew to Ceylon for a special interview with Ceylon's first woman Prime Minister Mrs. Sirimavo Bandaranaike.

Our Mission

The Madras Reporters Guild—a professional Organisation of news Reporters and Correspondents—was founded on April 26, 1957. It owes its origin to a keen realisation that a separate body for this section of Journalists is essential to cater to their special needs arising out of their duties and responsibilities. In consonance with the mission it has set before itself, the Guild has had a rapid growth within a surprisingly short period and today almost the entire reporting fraternity in the City is within its fold.

Living Symbol of the Profession

Reporters constitute a vital limb of the journalistic fraternity and it is no exaggeration to say that all the news of the world is continuosly poured into the Press by the Reporter's toil, comprehension and analysis. It is no wonder that the Reporter functions practically as the Editors's proxy and has been described as the king pin of newspaper mechanism. In pursuit of his vocation, the Reporter is thrown into contact with myriads of people in diverse walks of life and unless he has facilities for widening his horizon of understanding and knowledge through all-round friendliness and harmony with his environment, hə cannot adequately fill his role.

Greater and Greater Knowledge

It is, therefore, the prime object of the Guild to encourage and foster cordial relations between Reporters and those with whom they are thrown into contact. Periodical talks by guests drawn from different walks of life over the tea or luncheon table are arranged primarily to promote this kind of knowledge all round. An uptodate library with a research unit as an adjunct to the Guild has a similar purpose behind it.

Solution of Special Problems

It is also needless to emphasise that a professional body like the Guiid will be in a better position to tackle the many problems peculiar to the reporting fraternity.

Sound Mind in Sound Body

The Guild in addition provides facilities for out-door games and other recreational activities to the Reporters who have often to work under high tension involving enormous mental strain.

In brief, the entire pattern of the Guild is to make the Reporter an all-rounder and its Constitution is designed to subserve that end.

News Sources as Associate Members

The provision for the enrolment of Associate members, though iimited to certain categories, will bring the Reporters and the members of the public into closer contact, with better understanding of each other.

Constitution Breathes Democracy

It is the Guild's hope to be a model organisation and to that end several novel features have been incorporated into the Constitution. The Guild has neither a President nor an Executive Committee. Its affairs are looked after by the three office-bearers under the over all guidance of the General Body.

Extent Co-operation

The Guild is happy to extend its hand of co-operation to all those interested in a free and healthy Press and looks forward with confidence to a useful career.

Radio and T. V. will....

(Contd. from page 37)

world's population. These agencies are; British Commonwealth: Reuters; Frances: Agence-France Press; USSR: Tass; USA: Associated Press and United Press International.

In addition there are some 75 national agencies situated in 65 countries which collect and transmit domestic news and in some cases distribute international news from a world news agency.

There are States in Africa, North and South America and Asia which have no national agency and which in most cases rely on world agencies even for their domestic news.

Supplementing the world news agencies are foreign correspondents representing individual journals or groups of newspapers. "In general", the report said, it is the newspapers of serious function but comparatively small circulation which maintain the greatest number of correspondents abroad." The foreign correspondents' primary function is to provide the background information which explains the significance of "spot" news to the readers.

The report asserted that recent surveys show that the potentialities of the world press for reporting and interpreting international affairs and scientific and cultural developments are far from being realised.

At the same time, the report said the general cultural level has risen considerably in many countries—as witness the growth in literacy, the expanding sales of low-cost, good quality books and greater popular interest in the fine arts and developments in science. Many newspaper editors have meanwhile noted a reflection of this trend in greater reader demand for news about international affairs and technological advances as, for example, in atomic energy and exploration in outer spaee.

THANKS

The Madras Reporters' Guild is indebted to all those who helped to make this bumper Issue possible.

To those who contributed articles and to advertisers who took space in our Annual Number, we say "Thank you."

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SEVEN COMMANDMENTS

For Reporters :

1. He shall report and interpret the news with scrupulous honesty.

2. He shall not suppress essential facts and shall not distort the truth by omission or wrong or improper emphasis.

3. He shall in all circumstances respect all confidences received by him in the course of his calling.

4. He shall use only fair and honest methods to obtain news, pictures and documents.

5. He shall reveal his identity as a representative of the Press before obtaining any personal interview for publication.

6. He shall do his utmost to maintain full confidence in the integrity and dignity of the calling of a journalist.

7. He shall not allow his personal interests to influence him in the discharge of his duties, nor shall he accept or offer any present, gift or other consideration, benefit or advantage of whatsoever kind, if such acceptance or offer is of a character which may have the effect of so influencing or benefiting him.

For Subs :

1. Thou shalt have no other God but accuracy, for the law of libel is visited even unto the third and fourth Civil Court.

2. Thou shalt not bow down thyself to thine own omniscience, for the privilege of handling another man's copy maketh thee not perfect.

3. Thou shalt not take policy in vain, for the editor will not hold him guiltless that taketh his pet ideas in vain.

4. Remember thou edition time and keep it holy. Six hours shalt thou labour and do all that thou hast to do; but the seventh is the deadline; in it thou shalt not do any work, thou, nor thy offsider, nor they cobber, nor the poor fish who tries to squeeze in a last minute par.

5. Honour thy style book and thy mother tongue, that thy days may be long in the job which the fates giveth thee.

6. Thou shalt not kill another man's reputation; Thou shalt not commit adulteration of good stories. Thou shalt not steel prestige from the other man.

7. Thou shalt not bear false witness against a reporter to get thyself out of trouble; thou shalt not covet a reporter's brain, nor his ability, nor his ideas, nor his bull, nor his asininity, nor anything that is rightfully a reporter's.

[By courtesy : " Australian Journalist "]

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